



Presents

***“Aboriginal Tourism &
Cultural Product
Development Conference”***

***The second conference in the
Unity Principle series***

January 24 & 25, 2005

The Rotary Centre for the Arts
1304 Ellis Street, Kelowna British Columbia

Aboriginal tourism is the fastest growth sector of the Aboriginal economy in Canada today. To benefit fully from the abundant opportunities associated with a growing 'experiential economy', our conference has been strategically designed to help build an understanding of the Global as well as Okanagan- specific contemporary context, and provide tools for planning, developing, funding and prospering from this expanding niche.

THIS CONFERENCE IS A MUST DO AND THE TIME TO PLAN IS NOW!

DAY 1: January 24, 2005

Aboriginal Tourism...What's It All About?

**9:00 A.M. OPENING REMARKS, CHIEF STEWART PHILLIP, ONA CHAIRMAN
OPENING PRAYER, OKANAGAN NATION ELDER**

CONTEXT SETTING (9:15 a.m – 12:30p.m):

Opening Keynote:

(9:15 a.m. – 9:55 a.m.)

Jennifer Houillebecq, Jimmy Young, Principals, Tourism Planning Group (see insert for details)
Present the global context for a local industry and critical success factors for moving forward.

(10:00 – 10:20 a.m.)

**Paula Amos, Executive Director
Aboriginal Tourism BC**

highlights the work of ATBC in celebrating and promoting Aboriginal operators across the Province. Paula will also introduce the organization's new **Aboriginal Cultural Tourism Strategic Blueprint** aimed at supporting opportunities for Aboriginal content in one of BC's most dynamic and significant economic drivers.

(10:20 – 10:50)

**Welcoming the World - The 2010 Factor
Hilary Dunn & Stephanie Herdman, Vancouver Organizing Committee for the Olympic Games
Lori Baxter, Legacies Now/ArtsNow**

With an increasing focus on the expression of culture, diversity and authenticity as key factors to the games' success, this session is sure to provoke interest in a wide range of possibilities. Hilary will focus on the Aboriginal Relations efforts of VANOC, and together with Stephanie will present an update on VANOC's activities, plans and timelines. 2010 LegaciesNow is actively working to ensure every region of the Province benefits from new opportunities that will result from British Columbia hosting the 2010 Olympic Games. Lori will overview the Legacies Now program and detail the specific opportunities available through the ArtsNow Program.

(11:00 – 11:20)

**Introduction to Smart Travel
Don Elzer – Bearfoot Canada**

SmartTravel considers the concept of 'responsible' travel on a changing planet. Don overviews Product Development and Marketing Tools, which consider new trends and the changing environment of the planet, communities, and business.

REGIONAL AND LOCAL INITIATIVES PANEL

(11:20 – 11:35)

The Okanagan Partnership – Regional Economic Development Study: Dave Coombs, Tourism Cluster Co-Chair and TOTA Chairman

Presentation of regional cluster business plans with implications for Tourism including Arts & Culture, Wine & Beverage, Physical Enhancements, and Transportation Corridor Initiatives

(11:35 – 11:50)

**The Okanagan Cultural Corridor Project
Sandra Kochan, Project Coordinator**

presents an overview of this regional initiative identifying overall strengths, gaps and Product Development opportunities. Learn how authentic, market ready Aboriginal Tourism experiences could catalyze existing marketing and product development strategies in a regional context.

(11:50 – 12:05)

Kelowna's Cultural District

Lorna Gunn, Director of Cultural Services, City of Kelowna

At the epicenter of the Okanagan and the Okanagan Cultural Corridor, the Cultural District is steadily progressing as a cultural gateway to the Okanagan. Despite this designation, the authentic history of the Okanagan people, and as a result, a key piece of the region's past and future diversity, is largely and glaringly absent. How can we work together to mend this 'disconnect' and support 'lifelong learning' between cultures through the 'Cultural District'?

(12:05 – 12:20)

The Okanagan Film Commission

Sara Shaak, Executive Director

This session will help us examine the link between tourism and another of the Okanagan's growing industries, film. As a conduit for educating, promoting, and cultivating ideas and awareness what steps could be taken to achieve positive social, environmental and economic benefits from *this* arts and culture component?

(12:30 – 1:15 pm) Luncheon Buffet ~ time to network, visit exhibitor booths or take in the TOTA & ATBC 'Working Lunch': Agency representatives invite you to the upper Boardroom to hear more about new marketing opportunities for your tourism venture!

PM – INDUSTRY EXEMPLARS (1:15 – 5:00 pm)

AFTERNOON KEYNOTE:

(1:15 – 2:00 pm)

**Chief Gibby Jacob, Squamish First Nation, and
Aboriginal Youth Ambassador Project (AYA)
Coordinator, Drew Leathem (see insert for details)**

share their experiences in developing the Squamish Lil'wat Cultural Centre and the youth initiative which develops viable business ventures to empower youth employees and enlighten visitors through the sharing of First Nations culture. Linkages with Capilano College's Aboriginal Tourism Management Program will also be discussed.

(2:00–5:00 pm) Informative, interactive seminars on key tourism products presented by industry professionals and leaders in the following areas:

2:00 – 2:15

**Cultural Product & Art Authenticity
Tracey Kim Jack and Troy Anderson**

2:15 – 2:35

Recreation, Osoyoos Indian Band - Mt. Baldy Ski Resort & Inkameep Canyon Desert Golf Course

2:35 – 3:05

Nature Based Tourism:

Eco-tourism & edu-venture examples: Takaya Tours & Aay Oo Guiding Services

Coffee Break – 3:05 – 3:15

3:15 – 3:45

Attractions: Hedley Mines & Desert Heritage & Interpretive Centre

3:45 – 4:00

Accommodation:

Campground/Nature Centre: Echoes of Ancient Voices
Hotel-Spa/Conference: Best Western Tin-Wis Resort , owned and operated by the Tla-o-qui-aht First Nations.

4:00 – 4:15

'Value Added' (Forestry, Agriculture, Fisheries)

The Adams River Salmon Society

4:15 – 4:45

Aboriginal Gaming

Edmund Bellegarde, Saskatchewan Indian Gaming Authority (SIGA)

4:45 – 5:00

Funding your Venture

Laara Mixon, Aboriginal Business Service Network

Dinner on your own

6:30 pm – 8:00 EVENING GALA RECEPTION featuring Gourmet Dessert Buffet, Arts displays, Fashion Show, and Silent Auction in the Atrium of the Rotary Centre for the Arts

8:00 pm – 10:00 pm

'SPIRIT OF THE OKANAGAN'

A very special Cultural Celebration
Mary Irwin Theatre, Rotary Centre for the Arts

Day 2: January 25, 2005

Your Imagination Running Wild!

9:15 – 9:30

Welcome to Day 2 and Opening Prayer

9:30 – 10:15

Brenda Chambers (see insert for details)

INSPIRING THE OKANAGAN EXPERIENCE: The Individual; the Community; the Nation

10:30 - 11:30am

Bearfoot Canada : Community and Industry Partnerships and Your Business

Panel Presentation – Understanding who does what, and will it work for you? Retaining the success of your tourism business means strategic partnerships. This panel presentation will help you understand some of the mysteries behind Tourism Public/Private Partnerships

11:30- 12:20 Luncheon Meet and Greet as per the previous day with an invitation to take in an 'Upsell' Powerpoint Presentation

A FORK IN THE ROAD: Options A & B

12:30pm – 4:30pm

A) REGIONAL TOURISM VISIONING AND STRATEGIC PLANNING WORKSHOP

Developing a Shared Perspective: This session provides an opportunity for Okanagan Community leaders, councilors, constituents, educators, youth and elders to participate in a round table to discuss a collaborative vision for our territory, and will consider how we might link and support activity at the individual, local band and Nation levels. Facilitated by First Peoples Heritage, Language, & Culture and Tourism Planning Group with insights from our respected presenters.

B) BEARFOOT CANADA BUSINESS DEVELOPMENT WORKSHOPS FOR ENTREPRENEURS AND LOCAL BANDS

12:30pm Building a Vision

Building a "career vision" that considers your dreams, your life, the land, and your community.

Explore how your own personal "authenticity" can link with an authentic travel experience. But do you like tourists? Discover where "self" and "life skills" exist within your "entrepreneurial spirit"

1:15pm Opportunities in Tourism and the Information Matrix

Understanding the tourism industry while building a sustainable tourism product.

The planet is changing and travelers are moving their experience from a "holiday" to a "pilgrimage". Discover how your new idea or existing business links with new trends and opportunities within a changing environment.

2:00pm Creating a Smart Travel Business Strategy:

Regulations, access to markets, packaging, pricing and new business tools. Navigate through the labyrinth of details as you turn your new idea into a product, and then move it into the marketplace.

2:30pm Getting Started Without Getting Startled & Doing More with Less:

Access to Capital, Strategic Partnerships and Building Shoulder Season Business . Your business requires staying power so that you can survive until those new clients arrive. Discover where an emerging tourism business needs to take its first steps, and where an established business builds on the shoulder season without breaking the bank.... Don't get tricked...think smart!

3:30pm Guerilla Marketing & Closing the Sale:

Understanding trends and new sales tools ~ Knowing your product and learning to close the sale is the most important part of your day-to-day tourism operation. Discover the top ten "natural closing the sale techniques". Learn about the latest niche trends in travel and the methods for reaching those markets with cost effective marketing tools.

4:30pm Report Back on Visioning & Strategic Planning Workshop

Conference Summation & ONA Closing Ceremonies

Bearfoot hosted Meet and Greet with operators following 5:30 Closing



KEYNOTE PRESENTERS

Jennifer Houiellebecq has specialist expertise in marketing and planning for tourism enterprises, destination management, tourism education and interpretation. She has worked for a broad spectrum of clients in government, quasi-governmental organizations and the private sector in western Canada, the UK, the Middle East and the Caribbean region. Much of Jennifer's current focus has been on creating tools and guidelines to assist communities in the development and management of their tourism industry. Her work in market feasibility analysis and product development has covered a range of tourism settings and enterprises including heritage museums and cultural centres, water-based recreational sites, coastal and wild-land settings, zoos, leisure attractions and hotels.

Jimmy Young has worked as a tourism planner in both Canada and New Zealand specializing in nature-based, cultural and community tourism. His work focuses on market and resource analysis, product development, business and strategic planning for tourism organizations, attractions and regions. Jimmy's work has included a wide range of projects from tourism strategies and market feasibility studies in Canada to parks management planning in New Zealand. More recently he has been involved in community-based tourism initiatives for the Caribbean with an emphasis on the development of guidelines and standards for tourism development, while here in British Columbia his work has focused on market analysis and business planning for cultural attractions and the development of destination management tools for individual communities. Jimmy holds a Master of Arts in Recreation and Leisure and a Bachelor of Commerce and Administration from Victoria University in New Zealand.

Brenda Chambers, one of Canada's recent Top-40, Under-40 entrepreneurs, has been actively promoting Aboriginal broadcasting for 20 years as an independent producer, host, broadcast executive, trainer and lobbyist. She is president of Brenco Media Inc., a media production and consulting business, and a board member of the Aboriginal Peoples Television Network (APTN) and Canadian Women in Communications. Her latest production is the national television series *Venturing Forth*, now in its third season. Through her awarded work in film and TV production, which focuses largely on Economic Development through Aboriginal Tourism and Cultural Product Initiatives, Brenda has personal experience and extensive awareness of what it takes to succeed. Residing in the Okanagan since 2003 Brenda brings the benefit of her research, plus an objective eye to our potential, and is sure to ignite our imagination at all levels!



Drew Leathem is 29 years old and has a BA in Environmental Geography and a Certificate in Community Economic Development from Simon Fraser University. Since 1998 he has worked with the Squamish Nation to promote the conservation and economic objectives of the community. Drew originally became involved with the Squamish Nation as a volunteer for the *Uts'am/Witness Project (initiated 1998)* - an initiative that conducts summer camping weekends in remote wilderness areas of the traditional territory. Since that time Drew has developed and coordinated the *Squamish Nation E-Team (2000)*, was employed as the coordinator of *Xay Temixw - The Squamish Nation Forest and Wilderness Land Use Plan (2001)*, developed and coordinated the *Guardian Project (2003-)* and has most recently developed the *Aboriginal Youth Ambassador Project (AYA)(2004-)*.

Chief Gibby Jacob, ancestral name KáKeltn, carries the title of hereditary Chief and member of the Squamish Nation. Chief Jacob is an elected Squamish Nation Councillor (Elected in 1981 - present) and the Director for the Squamish Nation Land Claims Department. In April, 2000 Squamish Nation Chiefs and Council appointed Chief Jacob the Department Head of Land Claims and official spokesperson for the Nation.



Chief Jacob is a member of various Squamish Nation Committees that deal with land and environment issues, economic development and repatriation of ancestral remains and artifacts. Chief Jacob is a founding director of EAGLE (Environmental Aboriginal Guardianship through Law and Education) and has served as co-chair of the British Columbia Aboriginal Fisheries Commission, Coastal Region and was a representative of Canada for the Pacific Salmon Commission. Jacob was a director of the Vancouver 2010 Bid Corporation. In October 2003 Jacob was appointed to the Board of Directors for the Vancouver Organizing Committee of the Olympic Games.

BUSINESS DEVELOPMENT SESSIONS BY

ADVENTURE OKANAGAN & BEARFOOT CANADA



Adventure Okanagan Co-operative represents over 25 adventure and eco-tourism operators located in the Okanagan, Shuswap and Monashee Regions of British Columbia, from Osoyoos to Sicamous. AOC members work together to bring a diverse travel experience to visitors through Adventure travel packaging that promotes safe, exciting, responsible travel within one of the most beautiful regions in Western North America. AOC performs marketing programs; travel packaging services and promotion; tour itinerary design; helps reduce business costs for members; offer business development services and promote advocacy promoting habitat preservation and adventures in education, ecological and cultural experiences throughout south-central British Columbia.



Bearfoot Canada is owned and operated by Adventure Okanagan Co-operative and is a Product Club of the Canadian Tourism Commission. We work with travel wholesalers designing exciting new travel packages as well as linking them with tour guides and travel services so that they can expand their product offerings and build nature-based travel strategies. Bearfoot Canada works with tourism operators, communities and government establishing nature-based travel routes for the responsible traveller, creating a new Canadian Travel Product that can be promoted on the world stage as a truly authentic Canadian Travel Experience.

Also included with your conferecne admission ~ a very special celabration of community...

“Spirit of the Okanagan”

Cultural Gala & World Leisure Conference Announcement

Featuring Gourmet Dessert Reception & Okanagan Performances

Fashion Show, Musicians, Artisans, Theater

January 24, 2005 6:30pm ~ 10:00pm