Mandate
Diefenbunker, Canada’s Cold War Museum mandate: To increase throughout Canada and the world, interest in and a critical understanding of the Cold War, by preserving the Diefenbunker as a national historic site, and operating a Cold War Museum.

Vision
By showcasing/championing Canada’s preparedness to secure the seat of government during the Cold War, the Diefenbunker creates this country’s most unique learning environment for present and future generations to better understand one of the most critical times in the world’s history.
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President’s Message

On behalf of the Board of Directors for the Diefenbunker: Canada’s Cold War Museum, I am pleased to present the 2017 Annual Report.

2017 has been another exceptional year. The museum experienced record attendance with more than 88,000 visitors. Canada 150th anniversary celebrations were an overwhelming success with thousands visiting us on Canada Day weekend. Once again the Diefenbunker provided quality programming and exhibits. Our Conflict Resolution and Summer Camp program remains key for reaching Canadian youth and teaching them lessons from the Cold War. We have received great reviews for the play “Dief the Chief: October 62” from the multi award-winning playwright Pierre Brault; expect new performance dates for 2018. We also had the great honour to receive three prestigious awards, including the Tourism Innovator of the Year Award, which could not have happened without the hard work and dedication of staff and volunteers.

It was also a very busy year for the Board of Directors and museum staff. Over several months, we collaboratively developed our new three-year Strategic Plan. The new plan will enable us to position our organization for future growth and success.

The Board of Directors gratefully acknowledges the support provided by the City of Ottawa, the Province of Ontario, the Department of Canadian Heritage, the Department of Employment and Social Development, the Ontario Trillium Foundation, the Ottawa Museum Network, and all our donors.

2017 saw the departure of the Executive Director, Henriette Riegel. I would like to thank the Interim Director, Lizz Thrasher for her guidance and leadership through this past year of change.

Our success has been the result of dedicated team members working at all levels of the organization: our Board of Directors and committee members, talented staff, partners, over 170 volunteers. We thank you all for your commitment and support, especially our departing board members, Mitchell Besner for the significant contributions he made over six years as Director and Vice-President and Dave Peters whose contributions, wisdom and historical knowledge of the Diefenbunker have been invaluable: he will be greatly missed.

Bernard Proulx

Board of Directors

Bernard Proulx, President, Chair of the Human Resources Committee
Mitchell Besner, Vice-President
Sylvie Moré, Past President
Paul Leduc, Treasurer, Chair of the Finance, Audit and Risk Management Committee
Susan McLeod, Secretary, Chair of the Acquisitions Committee
David Loye, Director
Linda Nixon, Director
David Peters, Director
Mike Robb, Director, Chair of Building Committee
Inderbir Singh Riar, Director
This year, we completed our five-year strategic plan, which set out to redefine the Diefenbunker as an experiential learning environment about the Cold War and Canada’s role in ensuring that the experiences of the past inform our future. And we did just that. In the last five years, we have more than doubled our attendance, received numerous awards for our educational programming and exceptional partnerships, and created a hub for learning and innovation.

Now, we set our sights on new horizons.

2017 marked the launch of our new strategic planning process for 2018-2020, with organizational efficiency, financial sustainability and partnership, and visitor experience as core priorities. From theatrical performances and interactive exhibitions, to dynamic fundraising initiatives, to award-winning youth workshops, 2017 has been an extraordinary year for the museum.

As we elevate the profile of the museum locally, provincially, nationally, and internationally we will open our doors (or blast doors!) to a world of opportunities. As we look toward the future, let us reflect proudly on our accomplishments of the past year.

The accomplishments of 2017 are thanks to the hard work and commitment of our staff, the dedication of our volunteers, the support of our Board, the engagement of our many partners, the generosity of all levels of government, and our many sponsors and donors. I am thrilled to join this one-of-a-kind museum where the past meets the present.

Christine McGuire
2012-2017 Strategic Plan Recap

In 2017, we concluded our five-year strategic plan. See how we did in our report card below!

To redefine the Diefenbunker as an experiential learning environment about the Cold War and Canada’s role in ensuring that the experiences of the past inform our future

01

a. New Interpretive Framework ✓
   - Development of curatorial and interpretive framework

b. Interactive technology ✓
   - 3D tour, new mobile friendly website, iPods for audio guides

c. Visitor research ✓
   - Collection and analysis of visitor data through diverse evaluation methods

d. Volunteer training ✓
   - Streamlined special event volunteer training

e. Above-ground Interpretation Centre ✗
   - Postponed, but part of the larger vision and scope
02 To reach out and engage broader audiences for the Diefenbunker
   a. Education sector
      i. Conflict resolution, partnered with You-Can
   b. Cultural tourists
      i. Hosted multiple tours through Ottawa Tourism
   c. Community
      i. Hoop Jams, Carp Tourism Group, Knuclear Knitters, West Ottawa Board of Trade events, continue to support local charities through donations
   d. Specialists groups and academics
      i. Artists in Residence Program
      ii. Book Launches with academic partners

03 To be an anchor in the community
   a. New media and marketing strategy
      i. Successful and vibrant marketing efforts
   b. A vibrant calendar of events
      i. Events for varying audiences and prices
   c. Partnership: businesses and museums
      i. Award-winning partnership with Escape Manor
      ii. Haunted Walks with record breaking attendance in 2017
   d. Community outreach
      i. Heritage Day, Mayor’s Rural Expo, dedicated staff person to Outreach, the Heritage Fair, and local events
   e. Western ‘hub’ in Ottawa
      i. See community
   f. New volunteer opportunities
      i. Event volunteers, students, internships

04 To preserve the building as the Diefenbunker’s primary artefact
   a. Capital fund initiated for infrastructure improvements

05 To ensure the sustainability of the Diefenbunker
   a. Capital needs, improvements, and repairs
   b. Sponsorship and fundraising
2017 Statistics

88,160
VISITORS CAME THROUGH THE BLAST TUNNEL

125,000
UNIQUE WEBSITE VISITORS

765
CONFLICT RESOLUTION YOUTH PARTICIPANTS

981
PARTICIPANTS IN EDUCATIONAL WORKSHOPS

3
AWARDS for ESCAPE THE DIEFENBUNKER

124
SPECIAL EVENT VOLUNTEERS

2,280
BIRTHDAY PARTY ATTENDEES

51
GRANTS RECEIVED

4,315
FOLLOWERS

1,192
FOLLOWERS

4,484
LIKES

$5,000
IN ANONYMOUS DONATIONS

$14,103
RAISED FROM FUNDRAISING EVENTS

2,750
VOLUNTEER HOURS FROM 38 VOLUNTEERS

156
SPY CAMPERS
Research and Exhibitions

The museum undertook a preliminary condition report of the 400 level exhibitions and identified areas that require improvement/renewal. In-depth planning and research commenced to support the redevelop of the exhibitions, which will occur in 2018.

We are building relationships with a number of research institutions and archives that focus on the Cold War in order to develop and strengthen professional connections that will aid the Diefenbunker’s research and exhibition programs in the future. These included Carleton University’s Archives and Research Collections, Diefenbaker Canada Centre (University of Saskatchewan), Embassies and high commissions, Department of National Defence’s Canadian Forces Artist Program, and Canadian War Museum.
From Hand to Hand
January to August
The Diefenbunker hosted From Hand to Hand, a photographic exhibition developed by Valerie Noftle. This exhibition used photographs of the hands of 13 veterans to explore their experiences serving in the Canadian Armed Forces in conflicts from the Second World War to Afghanistan.

Emergency Broadcast
July to January
Emergency Broadcast was a short film created by the museum’s 2017 artist-in residence Pixie Cram and exhibited at the museum. This stop-motion film employs artefacts from the museum to simulate the fear of a nuclear strike.

Treasures of the Diefenbunker
January to December
This popular pop-up exhibition displayed artefacts and documents from the museum’s collection on a monthly basis for visitors. It proved to be an important test for new display and exhibition development strategies.
Special Events and Programs

- From Hand to Hand by Valerie Noftle
  January

- Valentines for Veterans
  January, February

- Fundraiser for the Bunker at Yuk Yuk’s
  March

- Guard House Reopening
  March

- Business After 5, West Ottawa Board of Trade
  May

- Doors Open Ottawa
  June

- Father’s Day in the Ultimate Man Cave
  June
Atomic Love, Touring Wine and Cheese
February

Easter Egg Hunt
April

Canada’s 150th Birthday
July

Bunker Dief-FUN-days
February

Women’s History Tours
Mother’s Day
May

Trivia Night
75ft underground!
July
Special Events and Programs

Pixie Cram: Artist-in-Residence Film Premiere
July

Outdoor Movie Nights
August

Incident at the Bunnker, A Zombie Adventure
October

Escape the Diefenbunker
Year Round

Hula Hooping Jams
Weekly

Bunker Buddies Halloween Hunt
October
Murder Mystery Fundraiser
August

Jennifer Anderson’s Book Launch
October

Dief the Chief: October 62
Multiple dates

Knuclear Knitters
Monthly

Whisky Business 2017
November

How the Grinch Spied on Christmas
December
Education

The Diefenbunker continues to be Canada’s most unique learning environment about the Cold War, ensuring that the experiences of the past inform the future. The museum offers award-winning educational programs with links to social studies, language arts, science, mathematics, and visual arts. Aimed at a variety of different age groups, these programs include Art and Peacebuilding, Continuity of Government, and Emergency Preparedness. Our highly acclaimed Conflict Resolution Workshop gives youth important conflict resolution skills and tests their abilities by putting what they have learned into action.

765 Youth participated in the Conflict Resolution Program

981 People participated in our other Educational Workshops
Collections and Conservation

An assessment was done on the general status of the museum’s archives with a goal to develop an archival improvement strategy. We also improved our Minisis catalogue to include a location function, which allow staff to track the locations of artefacts. Through the database, we can now identify if an item is on exhibition, in storage, or on loan to another institution.

Capital Projects and Technology

Guardhouse Retrofit

The retrofit of the Guardhouse was completed in 2017. Thanks to funding from Federal Economic Development Agency for Southern Ontario, City of Ottawa Heritage Grant, and City of Ottawa Cultural Facilities Fund we were able to install new siding, repaint and upgrade the interior, and replace the windows.

Washroom Project

With a grant from the City of Ottawa, a feasibility study indicated the best locations for new, modern bathrooms. The study proposes new bathrooms on the 400, 300 and 200 levels, with accessibility upgrades to comply with the Accessibility of Ontarians with Disabilities act.

Lighting Upgrades

Following a very generous donation from Erhan Kum, Robert Nagy, and Techsols Incorporated, we upgraded the lighting to transition to LED technology for an increase in energy savings and efficiency.

Classroom Retrofit

The work on refitting the former Rex Zero classroom continues, and the room will be completed as a functional classroom space for the academic year in 2018.

Maintenance

Facility maintenance continues, which includes inspecting and overhauling the fan motors throughout the museum to ensure safe operation. We collaborated extensively with the Technical volunteers on developing a maintenance schedule.

Information Technology

We transferred to a cloud based server and deployed laptops to staff. This has enabled staff to work from various locations in Bunker, and to use cash points for special events. We also worked on a program to install building wide WiFi.
Marketing and Media

Advertising
We continue our efforts with online advertising (low cost, high return, and interactive) to promote events and museum activities.

Target Audiences
- Families
- Students and Youth
- Millennials
- Tourists (FIT, VFR)
- Tour Operators and Group Tours
- Business, Military, and Diplomatic Communities

Website
- 125,000 users
- Top 3 pages visited in 2017
  /admission-hours
  /escape-the-diefenbunker
  /history-of-cfs-carp

The museum benefits from the Ottawa Museum Network’s (OMN) work to promote and advance the interests of its museum members. Funded by the City of Ottawa, the OMN develops and implements an annual advertising campaign to promote Ottawa’s community museums.

Let’s Get Social
- Twitter: 4,315 followers
- Facebook: 4,484 likes
- Instagram: 1,192 followers
- Pinterest: 2,449 followers

Earned Media
We received significant media attention in 2017 across print, digital, radio and television.

Awards

Tourism Partnership of the Year
Ottawa Tourism Awards

This award recognizes an outstanding effort by two or more businesses, organizations, attractions and/or events to combine their resources in creative, innovative or cost-effective ways to promote tourism in Ottawa and Canada’s Capital Region.

Award of Excellence in Programming
Ontario Museum Association Awards

The OMA Award of Excellence in Programs recognizes programming that creatively engages new audiences, or provides exemplary service to existing ones.

Tourism Innovator of the Year
Tourism Industry Association of Ontario Awards

Recognizes an organization or individual that created a new innovative product, policy or service to promote and enhance tourism in their local community, region or the province of Ontario.
Our People

Management
Christine McGuire
Executive Director
Nic Clarke
Curatorial Manager
Kelly Eymie
Business Development Manager
Helen Harris
Operations Manager
Anne Musca
Accounts Manager
Elizabeth Thrasher
Facilities Manager, Interim Director

Administration
Asha Bruce
Conflict Resolution Program Coordinator
Tobie Champion-Demers
Rentals and Events Coordinator, Financial Assistant
Theo Czerny-Holownia
Heritage and Tourism Outreach Coordinator
Sean R Joynt
Assistant Manager
Justin Williams
Assistant Manager
Rachel Wilson
Assistant Manager
Michael Wong
Store and IT Assistant

Interpreters
Charlotte Dovbniak
Jen Fink
Katie George
Mady sen Gillespie
Natalie Hart
Olivia Joiner
Emma Park
Alexandra McKinnon
Dana Murray
Kirin Ewins Roulston
David Siebert
Brittany Vella

Departing Staff: Marc Alain Bonenfant, Morgan Buch, Alexandra Galloway, Marielle Gauthier, Torie Howes, Megan Jones, Megan Lafrenière, Mary S Land, Thomas Littlewood, Paige McDonald, Henriette Riegel

Volunteers

Guides
Lorne Beaton
Doug Beaton
Mike Braham
Brian Jeffrey
Dave McCaw
Graham Wheatley

Facilities
Andrew Caldwell
Gord Heath
Richard Kirby
A. Graham Patterson
Kevin Leblanc
Pete Sharp

Floor Wardens
Christian Belter-Malboeuf
Dominique Gio
Cameron Hare
Reese Jardine
Kira Mathers
Aadam Sherazi
Zoe Sutcliffe

Collections
AJ Bhogal

Radio
Jamie Bastien
Chris Bisai lion
Robert Boyd
Thane Brown
Ralph Cameron
Gord Evans
Dave Green
Jeremy Jones
Brian Jefferey
Daniel Kuchanski
H Erhan Kum
Morrie Lightman
Winston Manning
Adam Prittie
Nick Shepherd

Education
Phoebe Gao
Brian Hu
Andrew Parkes
Jordan Mayenburg

Zombie Volunteers
Stephane Antille, Cody Amiana, Hailey Armstrong, Melissa Arsenault, Rajvir Bajpai, Aryan Bajpai, Kaleigh Baker, Adam Bank, Kendra Beainsh, Kathleen Bernard, Melissa Bradford, Liam Bradley, Jaden Buchanan, Ann Marie Butt, Owen Butt, Lexy Candler, Jared Carrierre, Sarah Cayer, Danny Champan, Leanne Clarke, Olivia Conly, Pat Cusano, Michaela Dankwa, Dan Davies-Ostrom, Megan Davies-Ostrom, Rowan Davies-Ostrom, Connor Davy, Meghan Delve, Martin DiFruscio, Paula DiFruscio, Joy Ding, Delaney Dobson, Dillan Durant, Francesca Farina, Chris Farrell, Wendy Gardner Harrison, Sarah Gourlay, Kaitlyn Greencorn, Gisela Grossman, Alex Gumley, Jamie Hamilton, Madi Harris, Austin Harrison, Karen Harrison, Patrick Harvey, Ethan Hay, Jasmine Hewitt-Lecinana, Yvan Hupe, Ryan Judge, Delaney Kardynal, Dominique Kurtz, Nicole Laborde, Chris Langley, Stephen LeLacheur, Logan Lepack-Kluke, Maria Beatrice Libenson, Patrick Liscum, Grace Man, Laura Maskell, Tina May, Melissa Mayer, Siaa McRae-Croskey, Alex Melbourne, Liam Merideth, Katy Moore, Ethan Morpew, Piper Murphy, Shandru Nareshan, Claire Nielsen, Siohan O’Mahony, Lara Power, Aby Robbens, Jacinda Roberts, John Rosenberger, Grace Ross, Keira Ross, Mark Rossignol, Sue Russell, Cindy Lee Scott, Victoria Scott Vanilith, Gurv Seghal, Fiona Smith, Owen Sparks, Donna Stewart-Burgoyne, Philip Stewart-Burgoyne, James Tilgner, Katelyn Toone, Amy Valenti, Augusta Verboven, Elizabeth Vermeer, Allan Wei, Dean Zieman, Kelly Zieman

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Get **Involved**

**Become a Member**

Our Members get free admission to the museum for one year, plus receive great discounts on merchandise, special events, and programs.

**Become a Donor**

Your donation will help the Diefenbunker Museum preserve an important piece of Canada’s history. As the museum ages, what makes it so unique and historic ages too and without support from private donors, the museum is at risk of closing its blast doors indefinitely. Please consider supporting us with a one time gift, a monthly gift, or a yearly gift.

**Become a Volunteer**

Join our team of dedicated volunteers! If you like volunteering at special events, helping with museum operations, including exhibit design, construction, administration, archives, or social media this is the perfect place for you.

**Connect with us today:**

613-839-0007

hello@diefenbunker.ca
Alumni Association

Five highly successful annual reunions of Alumni members have been held in the Cafeteria of the museum, the most recent one in October of 2017, and have included participation by former military and civilian personnel who served throughout the operational life of the Bunker. The exchanges during these gatherings gleaned interesting facts about life in the Bunker and its evolution over its operational life span.

The Association Coordinator, volunteer Mike Braham, currently has almost 200 alumni on his distribution list and publishes a periodic newsletter as a vehicle for exchanging information and ideas.

Our Supporters

Grant Funding

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Ottawa

Canadian Heritage

Patrimoine canadien

Ontario Trillium Foundation

Fondation Trillium de l’Ontario

Canada

National Trust for Canada
Sponsors

Heritage and Museum Partners
Canadian Forces Artists Program
Canadian Heritage Information Network
Canadian Museums Association
Canadian Museum of Civilization
Canada Science and Technology Museum
Canadian War Museum
Carleton University Archives and Research Collections
Council of Heritage Organizations Ottawa
Diefenbaker Canada Centre
Mississippi Valley Textile Museum
Ontario Museum Association
Ottawa Museum Network
Ottawagraphy

Regional and Provincial Partners
Attractions Ontario
Escape Manor
The Haunted Walk of Ottawa
National Trust for Canada
Ontario Motor Coach Association
Tourism Industry Association of Ontario
Ottawa Tourism
Ottawa Valley Tourist Association
Tourisme Outaouais
West Ottawa Board of Trade

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Partners in Carp
Alice’s Village Café
Carp Fairgrounds
Carp Library
Carp Pizza
Carp Ridge Eco Wellness Centre
Diefenbooker
Huntley Community Association
KIN Vineyards
Koallo
Ridge Rock Brewery
The Swan at Carp
Village of Carp

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