

Report for
National Aboriginal Day held June 23, 2007
In Richmond B.C.

Evaluation points from our original application:

1) We will assess an approximate number of people attending each event. We will have a volunteer at each workshop to take a count of people attending.

AND

2) We will take a count at the main stage in the morning and in the afternoon and early evening.

We accomplished this by having four volunteers in the morning and four in the afternoon take a count every hour of the approximate number of people present outside and inside at the workshops. These volunteers then reported back to the Information Booth with their results. We estimated by these reports an approximate number of 500 people going through our event in total.

3) We will ask the food vendors to give us the sales details for the day.

We had two vendors at our event. The food vendor selling traditional foods sold approximately 350 dishes to the public and the RYSA vending cart sold to about 70 people.

4) We will count how many information flyers were distributed.

Approximately 300 information flyers were distributed.

5) Each vendor and Aboriginal Committee member will fill out an evaluation form of how they felt the event went, the numbers of people who attended their area and what can be improved upon for next year.

We gained good ideas on what can be improved upon in the next year. However, even with this feedback, the general consensus from those providing feedback was that the event was very successful given it was the first year in the way it was organized, set up and carried out. The vendors had a good view of the entertainment, had cover from the sun and felt included in the day.

Some of the improvements cited were about parking availability, more marketing to the ethnic media in Richmond (and do educational workshops on Aboriginal

People before the event for the media) and to have the smaller workshops held outside next year.

6) We will have an email list set up for Aboriginal and non-Aboriginal people to sign up for upcoming events / cultural activities / workshops.

We gained networking information with a sign up list that was located both at our Information booth and at the drum making workshops.

7) We will consult with the City of Richmond on how to improve the event for next year.

The coordinator held a meeting with three City of Richmond representatives after the event. The comments received from them were very positive and encouraging about putting on an event next year at the same location.

The administrator from the Cultural Centre, where the event was held, expressed very positive comments about the ease with which the event was carried out. She has already secured us the same location for Aboriginal Day 2008.

The Parks and Recreation representative expressed the City's interest in supporting us to make this an annual event.

Richmond's Diversity Coordinator commented that the entertainment was outstanding and that everyone seemed to be in very good spirits. He also gave good ideas on how to connect more with Richmond's diverse media.

How our project has begun to build relationships between Aboriginal and non-Aboriginal people:

At our Aboriginal Day 2007 we invited the Mayor of Richmond, a local federal MLA Linda Reid, a representative from Canadian Heritage and representation from a local funder of our event, the Richmond Community Foundation.

Many people commented on the positive benefit of seeing the drums and cedar hats being made as well as the history of Richmond being told by an Elder from Musqueam Nation; many people do not have access to this information about Aboriginal People in Richmond.

The City of Richmond has subsequently informed us that they are very keen on this being an annual event, and hope to be able to provide some funding for us next year. Their confidence that the Aboriginal community needs their own celebrations and acknowledgement has been increased.

Many people walked through our event and were able to visit the various workshops or witness the entertainment outside. Some Non-Aboriginal foster parents brought out their Aboriginal foster children which was good to see as they are often stating how there is very little cultural activity in Richmond for their Aboriginal foster kids.

Our event also received excellent media coverage both before and after the event: