



Voices of the Community: Insights from a Community Dialogue

Sooke Region Museum & Visitor Centre
Community Engagement Project Report



The Sooke Region Museum & Visitor Centre is operated by the Sooke Region Historical Society, a non-profit organization and registered charity.

The museum and visitor centre are located on the territory of the T'Sou-ke Nation and operate in the territories of the T'Sou-ke, Pacheedaht and Scia'new peoples, who have inhabited this place since time immemorial, forming deep connections and living in harmony with the land.

The Sooke Region Historical Society is grateful to be situated on and to share the history of the land and communities of East Sooke, Sooke, Otter Point, Shirley, Jordan River and Port Renfrew and they extend their deep gratitude to the T-Sou-ke, Scia'new and Pacheedaht peoples.

Acknowledgements

The Sooke Region Historical Society and Sooke Region Museum & Visitor Centre staff thank all the people and organizations who generously gave their time and contributed thoughtful responses to this project to help direct the future vision for the Sooke Region Museum.

We are especially grateful to Sooke Community Association, Shirley Community Association, East Sooke Community Association, Otter Point, Shirley and Jordan River Residents and Ratepayers Association (OPSRRA), Sooke Region Lifelong Learning, Rennie's Food Truck, Sooke Lions, Sookarama, Sooke Harbourside Lions Duck Race, All Sooke Day, Shirley Day, Sooke Fall Fair, Sooke Country Market, Worklink Sooke Job Fair, Woodside Farm, Sooke Radio, CHEK TV Upside Guys, Canada Day event, Sooke Music and Art Festival, SEAPARC, Sooke News Mirror and the District of Sooke.

We are very thankful to the members of the Sooke Region Historical Society and participants at the annual open house at the museum, along with Sooke Region Museum staff, volunteers and SRHS board. And our heartfelt thanks to Terrie Moore, who designed the engagement activities over the summer and put together all of the data for the report. Thanks also to Lindsey Percival, Louise Browne and (Paper Cuts) Jen Eckert. We are stronger working together and couldn't have done this without you.

Cover photo credits: Gavin Andrews (image 1), Museum staff (images 2, 3)



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A Year of Conversation

Through 2025, the Sooke Region Historical Society engaged in a comprehensive community dialogue, in Sooke, in the region's communities and online to ask for feedback on how the museum is currently doing, how it's viewed by the community, what could be added or changed to make visits more enticing, and what the museum could look like in future.

"Building on the strong foundations of this regional museum, our aim is to provide a sense of community and place by celebrating our collective heritage..."
SRHS Strategic Plan, 2024 - 2028

The community responded with enthusiasm. Almost 2,000 people of all ages and backgrounds, and from all regions participated in-person and online, through diverse activities such as completing surveys to sharing their thoughts in focus groups to filling out postcards about their views of the future museum. This feedback was valued, whether it was a painted rock depicting the joy of touring the lighthouse or the many comments pointing out the need for better parking.

The responses ranged from improving accessibility, to holding more workshops, talks, and tours, to adding more interactive exhibits and hands-on activities. They spoke of a desire for the museum to pay more attention to Indigenous Nations, immigrants, those with differing abilities, and to tell more stories of women throughout history. And, they said, please pay attention to children.

A dedicated segment of the community is interested in finding out more about the natural history of this area, the plant life, animals (both land and ocean dwellers), the geology and geography of the area. Others are interested in developing their skills through workshops on food preservation, metal forging, and mushroom foraging. As always, the main interest is in hearing more stories about the history of this area and its people, not just old-time history but the history that is being created today.

The feedback is extensive and creative; some of the suggestions are already in the works, some doable immediately at little cost, some requiring considerable reflection, planning, and potentially, fundraising.

Overall, the project points to a wish that the museum and SRHS continue to develop relationships and collaborate with people across the region to record, share, and celebrate the unique stories, past and present, of this special place.

Beginning the Journey

2027 marks the year that the Sooke Region Historical Society (SRHS) will celebrate the 50th anniversary of its museum's opening in 1977. Well ahead of this milestone year, the Society's Board began developing plans to host an ongoing conversation with the communities of the region, asking residents and visitors to share their feelings about the museum as it currently exists, and to invite the community to share ideas for what the future of the museum could be.

One of the Society's goals is to bring together generations, cultures, organizations, and places of the Sooke Region so it was important to the Board to gather feedback from as diverse a group of residents as possible within the communities of East Sooke, Sooke, Otter Point, Shirley, Jordan River and Port Renfrew, and T'Sou-ke, Scia'new, and Pacheedaht nations.

With guiding principles of collaboration, diversity and inclusivity, a community engagement project was created, seeking to connect with people of all ages, genders, and backgrounds, and from each of the region's communities. The Board also felt it was important that this process be unbiased, and an independent consultant was brought in to guide the project.

Between February and August 2025, a variety of in-person and online community engagement activities were carried out throughout the region, to gather as much feedback as possible, in as many ways as possible. These included:

- Online survey
- Focus groups
- In-person engagement activities at museum open house
- Social and traditional media campaigns
- Presence at community events

This report shares the input received during the project, which will help guide the future direction of the Sooke Region Museum.

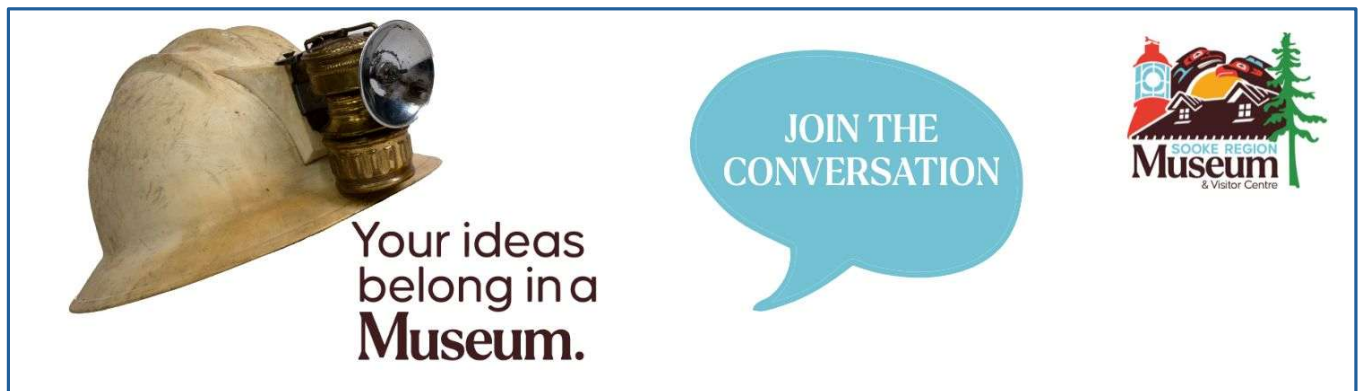


Image: Invitation to "Join the Conversation", shared via social media during the engagement project.

What We Heard

The museum is **highly valued** by the community for its role as keeper and sharer of stories of Sooke and the surrounding region.

“I like the cozy datedness of it. Walk up the stairs and they creak. It’s like going to bed at your grandparents’ house.”

The museum **staff** are praised for their helpfulness, professionalism, and welcoming attitude.

Program participation (events, workshops, talks, and tours) is the primary motivation for visiting the museum; people appreciate the opportunity to learn something new.

Cultural representation is important to the community. One of the highest responses through all engagement methods is for more local Indigenous representation including information on Indigenous history, ways of living, current issues, and arts and culture. Many feel that Indigenous culture has been overlooked and underrepresented in physical exhibits and in programming.

Accessibility, both on-site and online, is an issue, with people asking for better mobility access within and outside of the building. Parking issues and hours of operation are frequently mentioned as barriers to visiting.

While people appreciate the current exhibits, many note the need for **updated exhibits** and rotating displays.

There is strong support for having the museum **bring exhibits and programming** to other communities within the region.

Communication consistency and messaging distribution is noted as an issue, with participants stating that they often did not hear of events until after the fact.

Stories and storytelling are seen as an important way to record history, connect people, and promote understanding of different groups within the community.



Dotmocracy Voting participants



Story Stones artists

Conversations in Action

Overall Participation by Engagement Type

Activity	Time Frame	Number of Events	Number of Participants
Survey	February – August		320
Museum Event (Open House)	June	1	700
Community Events	March – August	11	849
Focus Groups	April – July	5	41
Workshop (Staff & Board)	June	1	14
	TOTAL	18	1924

- **1,924 participants** responded to the museum’s invitations for feedback through surveys, focus groups, open house, and other activity participation events.
- **1,604** participants provided feedback through **18 in-person activities** (focus groups, activities at the museum and other community events). See detailed summary in Appendix I.
- **320** participants completed the **survey**, representing a **response rate of 32%** (based on a target audience of 1,000 residents and visitors, representing approximately 10% of the adult population of Sooke and Juan de Fuca regions, as of the 2021 Canada Census). This response rate is above the acceptable rate of between 5% and 30%, therefore is statistically valid and considered by benchmarking to other Canadian non-profit organizations to be a **“Good” response rate**. * *Source:* See **Survey Participation and Response Rate**
The full survey question document is attached as Appendix V.
- **Age range** for participants in all activities: **toddler to 75+**
- Community **representation** as gathered from the survey:
 - Sooke
 - Otter Point
 - Jordan River
 - T’Sou-ke Nation
 - East Sooke
 - Shirley
 - Port Renfrew

NOTE: This participation summary is similar to the numbers noted in the focus groups. Representation numbers were not collected for all community event activities.



Canada Day – Abbey H, Neil P, Laurie W

SRHS continues to explore opportunities to collaborate with Scia'new and Pacheedaht Nations to include more of their history and stories among the museum exhibits.

- Night Market attendance numbers total 5,337 for the season, based on an average of 410/market x 13 market dates. During July and August, approximately 3,690 attendees were exposed to communications about the survey and community engagement events. Story Stones and Postcards for the Future activities were offered, depending on the weather, but participant numbers were not tallied during those Night Market dates, so those numbers were not included in overall engagement numbers.

Survey Participation and Response Rate

Survey response rates depend on many factors: the size of the target audience, length of survey, survey type, distribution and communication methods, length of collection period, etc. A typical acceptable response rate for surveys can fall between 5% and 30%, according to commercial marketing standards.

While the Canadian Museum Association does not share a publicly available document that sets definitive response rate benchmarks for its own surveys, some Canadian non-profit entities do share their response rates. Imagine Canada's Sector Monitor notes response rates of between 23.6% to 32% for their recent survey of Canadian charities. Canadian marketing and survey company, Hosted in Canada, notes that response rate for online surveys can be as high as 20% - 30%.

SRHS optimized their response rate by offering incentives, advertising through a variety of media with reminders, and being a trusted organization, achieving a good or, according to some, excellent response rate.

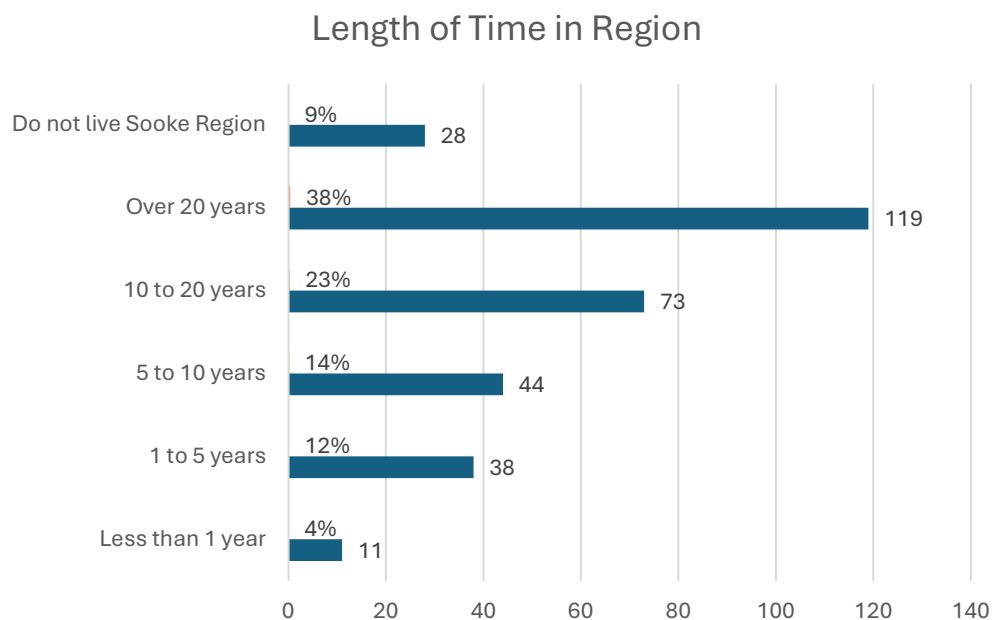
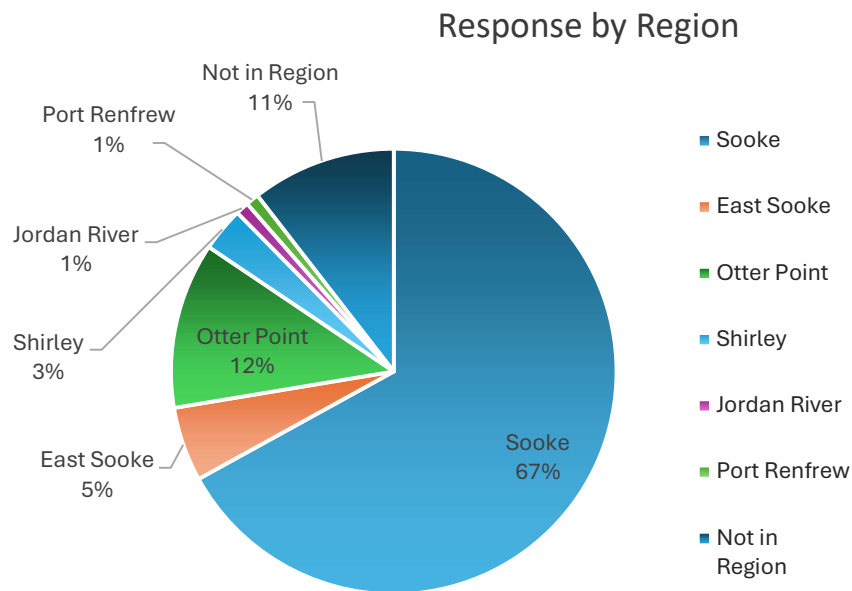
Key quantitative responses, those that can be counted and compared, are gathered from the survey results and noted below.

Responses for in-person activities were mostly qualitative in nature, offering opinions and ideas. However, in terms of number of responses and their importance to those responding, the in-person themes echo both the qualitative and quantitative results of the survey.

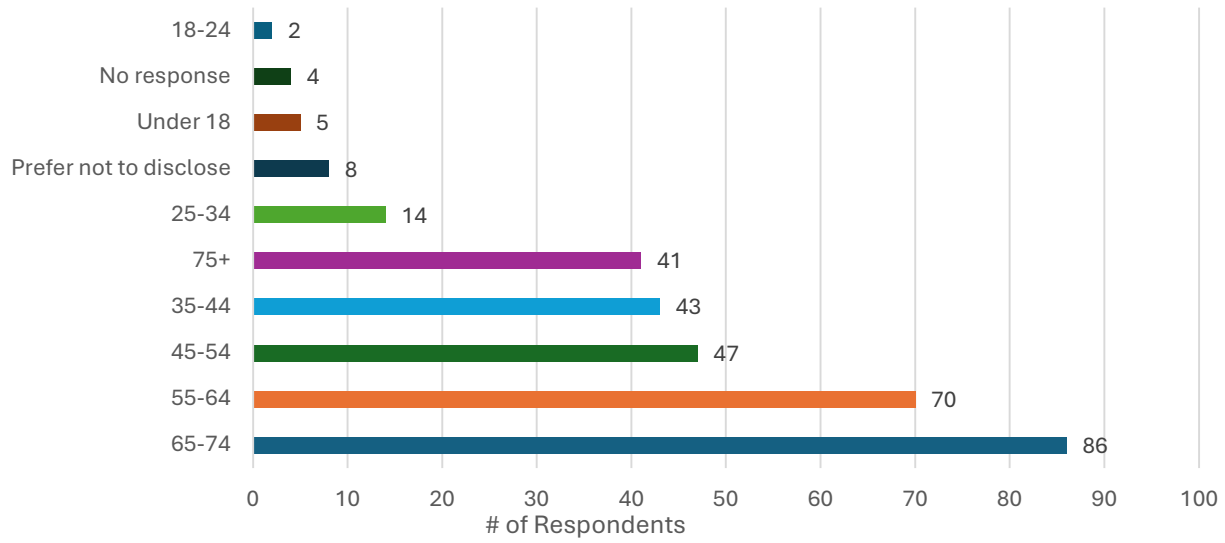


"A great idea, collecting input from guests as to things they'd like to see at the museum to display, or enhance displays and presentations. Well done and thanks to those and so many others that make our museum something for us all to be proud of...and enjoy." Al Wickheim, CRD Director, Juan de Fuca

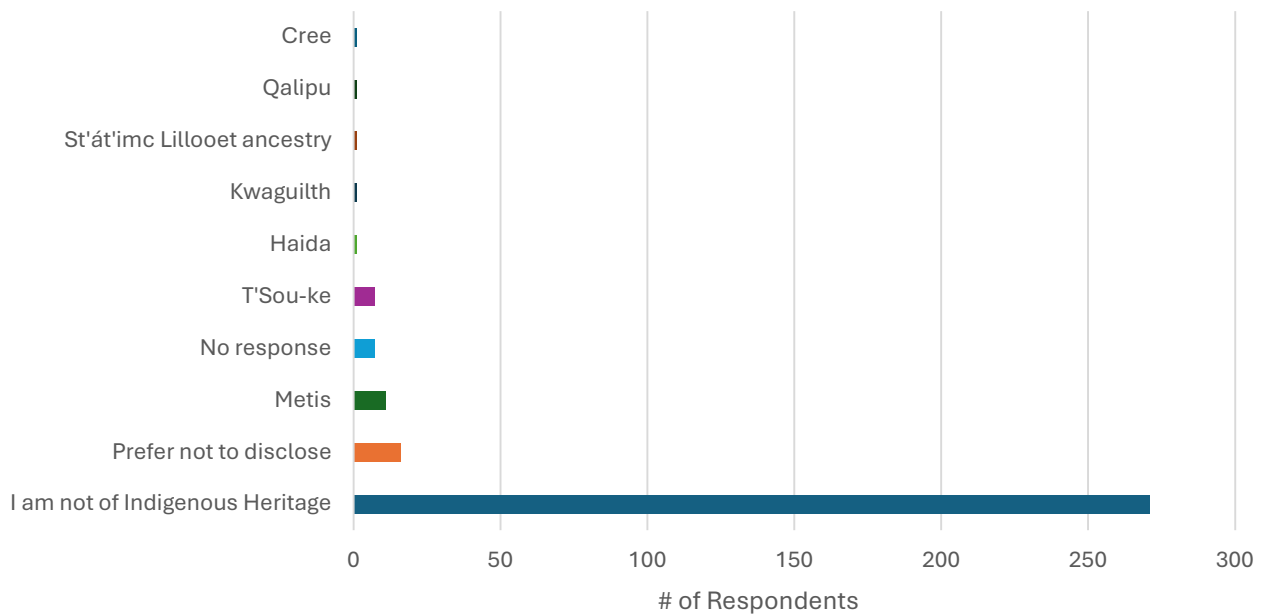
Who Participated?

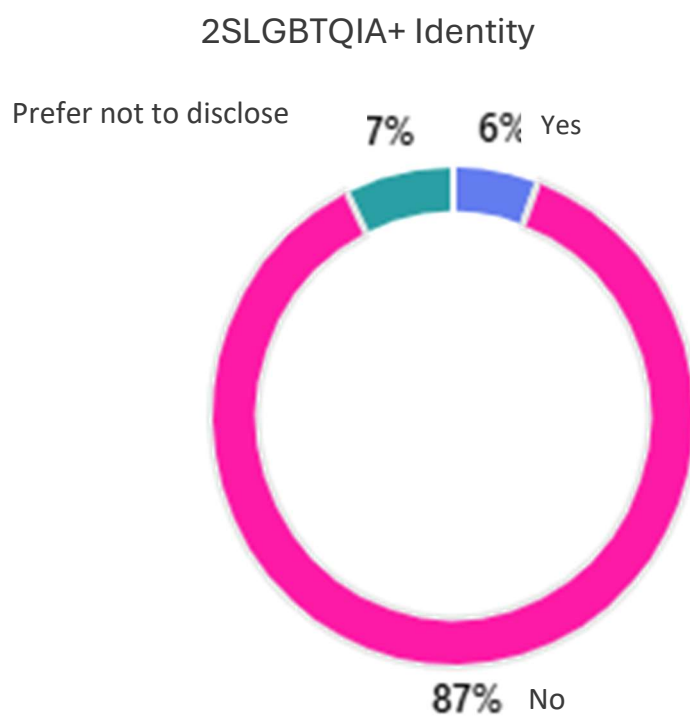
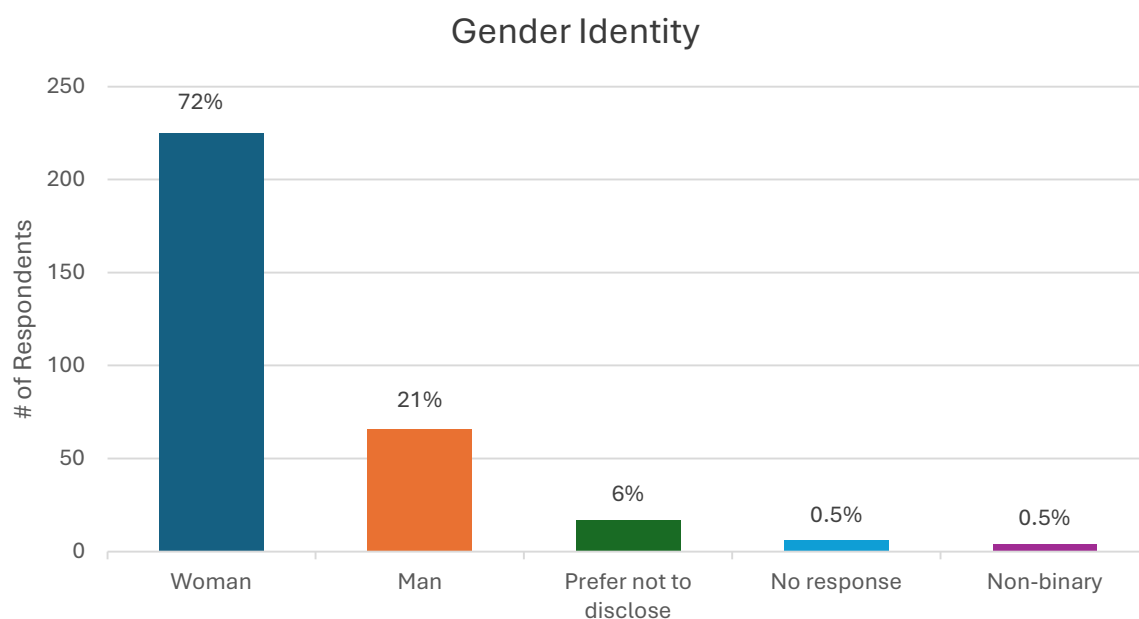


Age Group



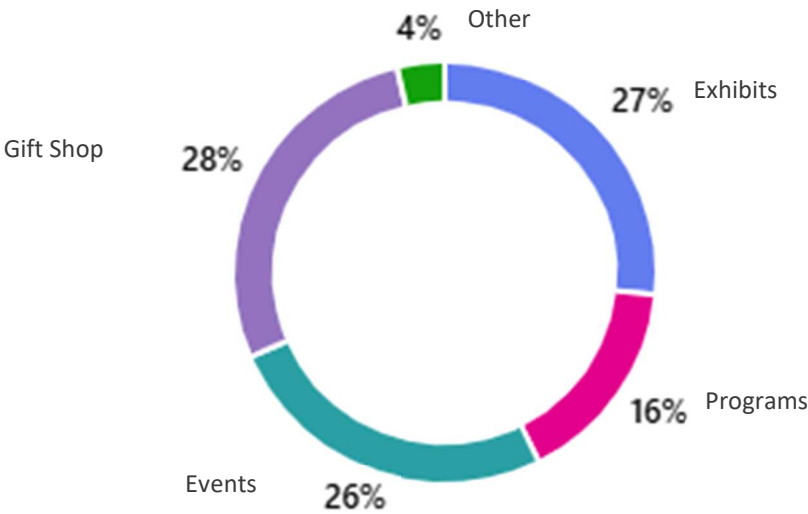
Indigenous Heritage



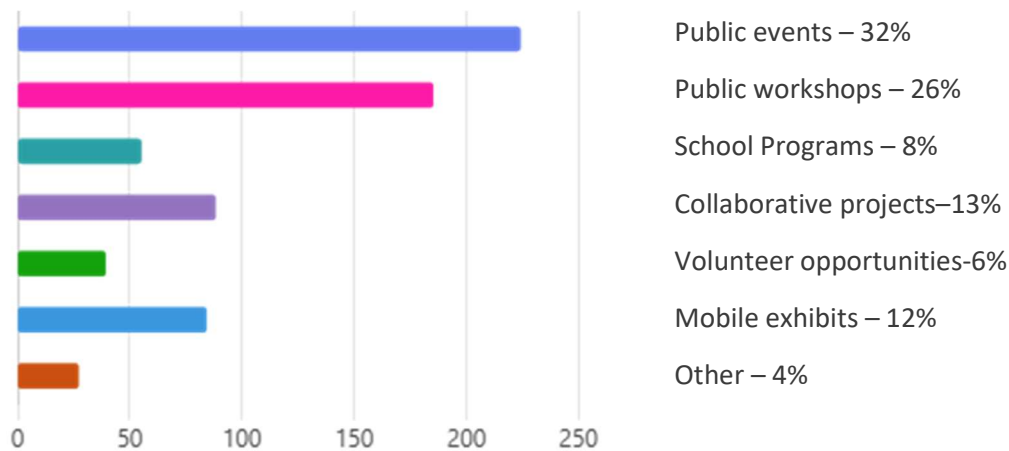


Community Priorities

Most Appreciated Aspects of Museum

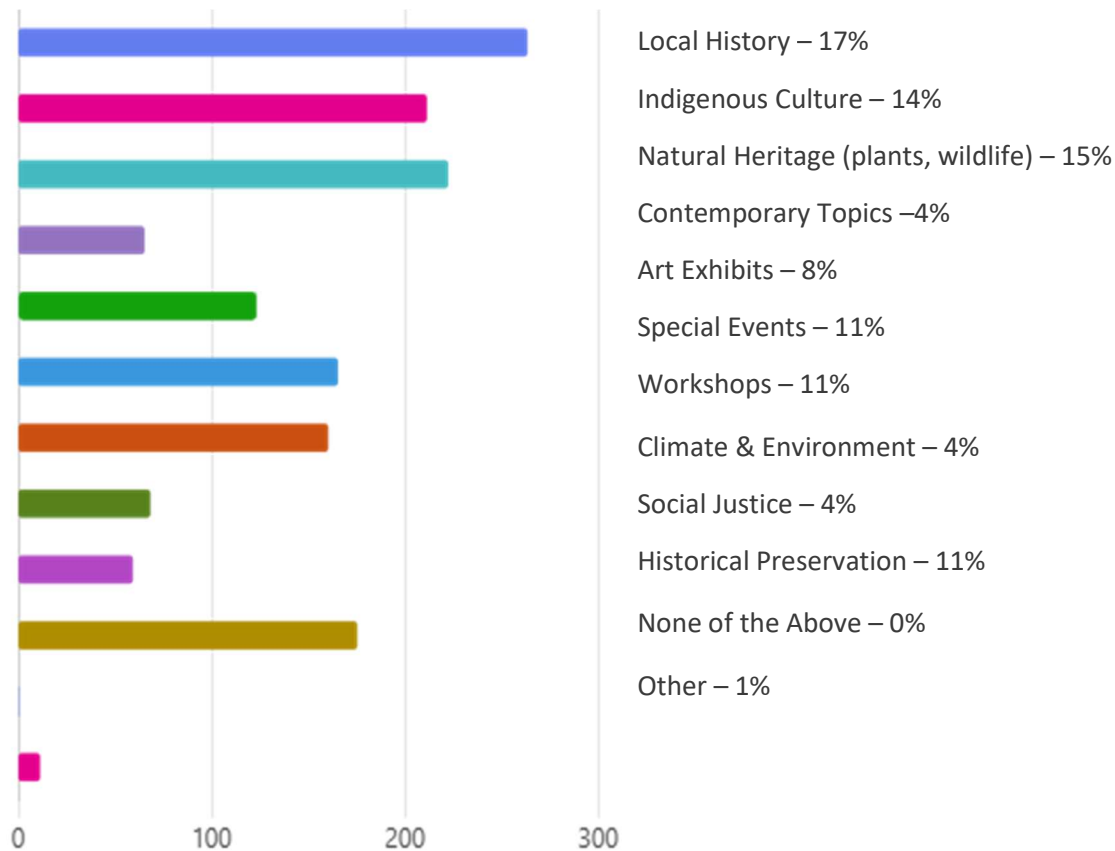


We Want to See More...



Other = hours, groundskeeping, Indigenous topics, nature, online photos, salmon bb1, area information, helpful staff, seeing donated artifacts cared for, temporary exhibits (all from the survey).

Most Interested in Seeing More...



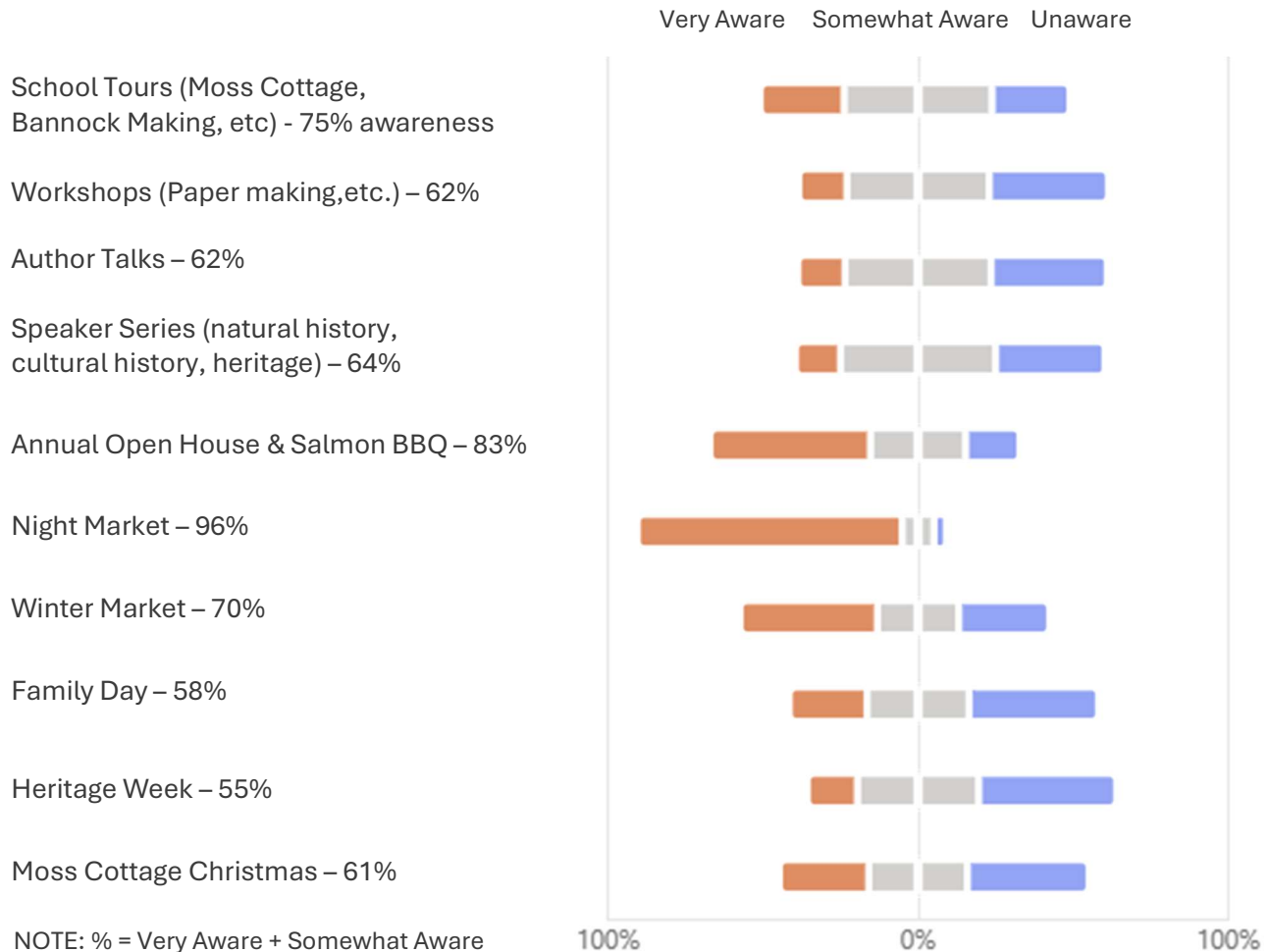
Ways to Improve the Quality of In-Person Visits

- More audio and video (26%)
- Adjust layout to create more space (14%)
- Improved interior lighting (12%)
- More accessible pathways/entrance (11%)
- Better signage/direction (11%)
- Larger fonts on display signage (7%)
- Elevator to all floors (6%)

How to Better Serve Community

- Provide historical education (27%)
- Become community resources hub (26%)
- Host welcome tours (23%)
- Host newcomer social events (22%)

Program & Services Awareness



Other Notes:

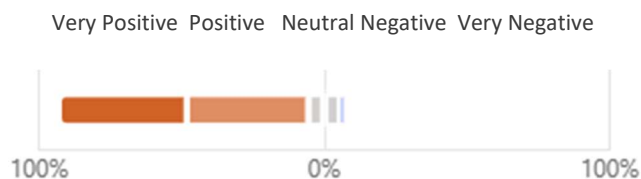
64.5% strongly agree or agree that **current exhibits represent diverse interests** from region, while only 6.4% disagree or strongly disagree with that statement.

Regarding the importance of covering **contemporary issues and events**, approximately half (52%) agree or strongly agree that this is a priority, while 39% are neutral and 9% disagree or strongly disagree.

Suggestions for **digital features/online improvements**: virtual tours (30%); more online exhibits (26%); enhanced website navigation (18%); other or none of the above (26%).

Museum Perceptions

Overall Impression of Sooke Region Museum



45% very positive; 43% positive; neutral 11%; 1% negative or very negative

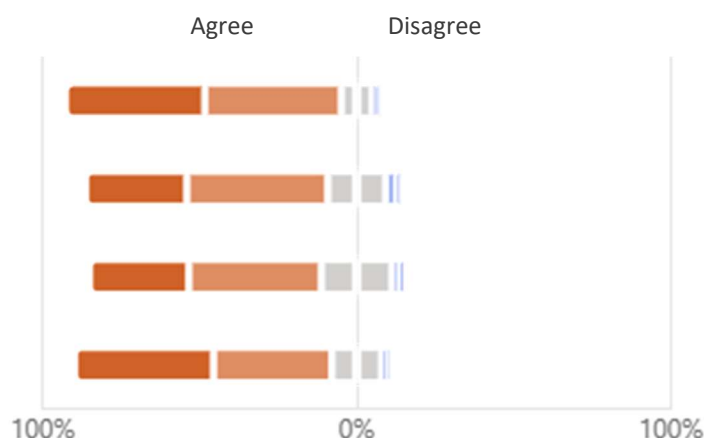
“Small but mighty!”

The museum represents the **history** of the Region
88% strongly agree or agree

The museum represents the **culture** of the Region
77% strongly agree or agree

The Museum helps me feel **connected** to my community
74% strongly agree or agree

The Museum is **welcoming** and **inclusive** to all members of the community - **82%** strongly agree or agree



Navigation and Accessibility:

- 89% reported no accessibility barriers, while 8% agreed that there were barriers
- 67% of those identifying barriers agreed that their barriers affect ability to engage or enjoy the museum, 33% disagreed.
- Specific barriers include physical/mobility barriers (67%); hearing issues (7%); emotional well-being (3%); visual impairment (3%); other/prefer not to disclose (20%)

Key Themes

The following key themes are collected from comments in the survey, from the open house, focus groups, and engagement activities.

Indigenous Information – across all engagement platforms there is desire to learn more about:

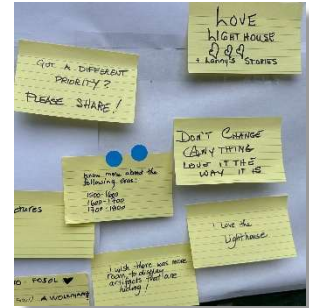
- Local Indigenous communities’ stories, history, art and culture

“More work needs to be done to explore our history and ask difficult questions regarding colonialism and reconciliation.”

- Traditional foods and medicines
- How Indigenous/settler relationships have evolved
- Current political issues and their impact on Indigenous communities
- How to support reconciliation efforts.

Exhibits – respondents had the following suggestions for improving the exhibits:

- Update current exhibits by rotating artifacts from the archives
- Make exhibits more interactive and hands on
- Include exhibits on modern history (20th c., especially 1960s to date) & modern day-to-day living
- Industrial history (logging, fishing, mining, railways)
- Include displays on natural history
- Provide exhibits on historically excluded cultures
- Add more Indigenous history (as noted above)
- “Then & Now” comparisons
- Consider upgrades like audio tours and video presentations



Communications – people appreciate the museum’s communications:

- Would like more regular communications
- Social media is the most popular method of contact, followed by email newsletters and newsprint (specifically the Sooke News Mirror)
- They want to hear about events and programs before they happen
- There is confusion regarding the various programming offered by the museum. Events, workshops, talks, and tours seem to be less clearly defined in the public eye
- Keep website updated with calendar events, museum information, etc.

Natural History – people are interested in learning more about our natural surroundings:

- Guided nature tours/talks/walks and displays
- The saltwater marsh, with requests for a boardwalk or guided interpretation path
- Geography and geology of the area.

Programming – Participants asked for:

- More public events, workshops
- Collaborative projects and mobile exhibits to connect with the community, and
- More opportunities to socialize
- Suggest workshops in traditional/lost skills, foraging for food, food security, traditional and historic foods, family history search assistance, gardening
- More kids’ programming

- Events geared toward younger generations – mid-30s to mid-40s – on evenings and weekends
- More food events
- More heritage signage throughout the community.

Grounds & Building

- Create more accessible-friendly grounds and building
- Reconfigure inside layout to be more user friendly and to refresh the area
- Expand onsite space
- Address parking issues
- Increase museum opening hours
- Gift shop highly praised.

“Sometimes it’s not so much thinking outside of the box, but rearranging what’s in the box”

Recommendations

The following recommendations outline potential policy, program, and/or planning directions, based on responses compiled from the variety of engagement methods used. They are grouped by general categories, depending on the popularity of the responses. See Ideas and Insights document (Appendix III) for detailed information.

These recommendations will be considered by the Board and staff and may be implemented, where feasible, to support and inform strategic and operational planning. Many of the ideas put forward by the community, while desirable, may be out of current reach and will need to be tempered by available resources.

Indigenous History

1. Continue to deepen relationships with the T’Sou-ke, Scia’new, and Pacheedaht Nations and partner with them to develop and increase the amount of content in museum displays, as strongly requested by the community.

Community Connection

1. Continue the dialogue started through this project.
2. Build on the partnerships created with regional community associations; consider taking exhibits out to specific communities.
3. Become a steady presence at Sooke and regional community events such as All Sooke Day, the Sooke Fall Fair, etc.
4. Develop the museum membership program and consider investing in a customer relation management (CRM) database program for managing and growing memberships. This will increase the ability for more consistent communication, resulting in the potential for expanded



Port Renfrew Pop-Up -
Michelle R, Nadine S, Al W

program participation, memberships, and sponsor/donor tracking, increasing the potential for additional revenue generation.

Exhibits

1. Continue to develop the “Touch Elements” pilot project and develop hands on aspects to the exhibits where feasible.
2. Update long-standing exhibits either through rotating artifacts or by adding features such as audio tours.
3. Work towards more inclusive descriptions of exhibits (braille, additional languages e.g. French and local SENĆOŦEN).
4. Provide exhibits on modern history (20th century, especially since the 1970s) and other topics noted in the Ideas and Insights document (Appendix III).

Programming

1. As this is the primary way to promote attendance at the museum, continue to expand the offerings based on ideas and themes noted in the Ideas and Insights document (Appendix III), such as guided tours, natural history, homestead skills development, and food sourcing.
2. Incorporate storytelling for and by all age groups wherever possible in tours, talks, and workshops.

Grounds and Building

1. Continue to pursue discussion with local agencies and adjacent neighbours regarding opportunities to increase parking space.
2. Level pathways to increase accessibility.
3. Make best use of interior space by studying reconfiguration possibilities.
4. Consider incorporating the saltwater marsh as a possible programming activity.

Communications

1. Stay connected with the community.
2. Develop a multi-faceted communications plan with allocated staff time to ensure that messaging about the museum’s programming and events is shared in a broad and timely manner.
3. Clarify the branding of different programming options to resolve any confusion between events, talks, tours, and workshops.

Actions & Next Steps

Feedback

1. Provide feedback to the community summarizing the results of their input, using various communication methods, including:

- Museum website – upload this report in pdf format for viewing;
 - Social media – post link to the report on museum’s own Facebook and Instagram accounts, share to local community platforms (Meanwhile in Sooke, Sooke Events, etc.), and participating organization’s platforms (Shirley, OPSRRA, East Sooke, Port Renfrew community association pages); summarize findings to share with a theme of “Here’s What You Said”;
 - Traditional print media – create media releases to generate articles (Sooke News Mirror, Victoria Times Colonist, etc.); offer interview opportunities with Board executives and/or Executive Director;
 - Radio interview – follow-up on the initial interview on Sooke.radio to report findings;
 - YouTube – create a video for sharing on the museum’s own or other local YouTube sites.
2. Consider offering to provide direct feedback to community organizations that participated in the focus group activity.

Project Creation and Implementation

Once the Board has reviewed the report and decided on the feasibility of activities based on the report findings, the next step will be to create an implementation timeline of those activities in the form of immediate, medium, and long-term goals. When those goals and timelines have been decided, use the methods above to report them back to the community. Continue to report back to the community on projects’ status to keep the community informed and engaged.

Carrying the Conversation Forward

The Sooke Region Historical Society’s community engagement project has been a successful and meaningful process in several ways. Residents of Sooke and region, from East Sooke to Port Renfrew, stated directly and enthusiastically that they appreciated the opportunity to share their experiences and contribute ideas to help shape the future direction of the museum. They applauded SRHS for seeking that feedback by coming out of the museum and into the communities to hear directly from residents themselves.

Judging by the amount and quality received, the feedback will be helpful for staff and board members in planning not only for the upcoming 50th anniversary events, but for guidance on how and what to focus on for the museum and its programming well into the future.

In keeping with Sooke Region Museum’s vision to be a community museum that makes a difference, this project has set a high standard for engagement, which will add to the already strong reputation SRHS enjoys as an organization that listens to and is invested in doing its best to create a connected community.

Appendices

Appendix I: Engagement Activity

Appendix II: Engagement Methodology

Appendix III: Ideas and Insights Document

Appendix IV: Communication Materials

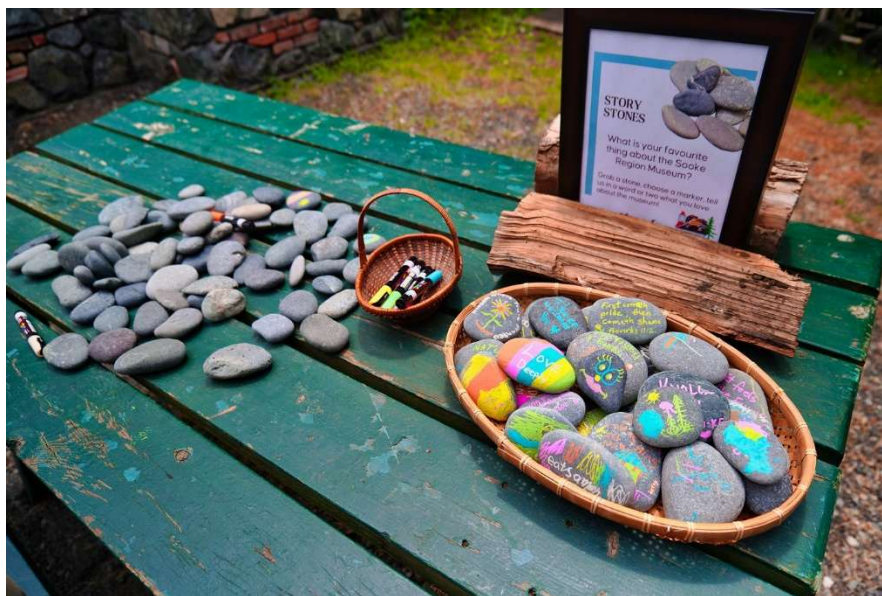
Appendix V: Survey Questions



Shirley Day - Doni E, Laurie S



All Sooke Day - Jenna W



Story Stones activity, Museum Open House – photo credit: Gavin Andrews

APPENDIX I: Engagement Activity

Activity	Date	Location	Number of Participants
Community Events:			
Worklink Job Fair	March 20	Edward Milne Community School	30
Earth Day Event	April 26	Sooke Country Market	45
Sookarama	April 26	SEAPARC Recreation Centre	96
Rubber Duck Day	May 3	Sooke River Campground	30
Sooke Community Festival	June 7	Woodside Farm	82
Canada Day	July 1	Fred Milne Park	172
Port Renfrew Pop-Up	July 5	Rennie's Food Truck, Port Renfrew	25
Sooke Music & Art Festival	August 8, 9	Fred Milne Park	80
All Sooke Day	August 16	Fred Milne Park	71
Shirley Day	August 17	Shirley Community Park	68
Sooke Fall Fair	August 23 & 24	Fred Milne Park	150
Focus Groups:			
Sooke Region Lifelong Learners	April 1 & 8	Sooke Region Museum	26
East Sooke Community Association	May 24	East Sooke Community Hall	2
Staff & Board Workshop	June 25	Sooke Region Museum	14
Otter Point, Shirley, Jordan River Residents & Ratepayers Association	June 29	Boardroom, CRD Administrative Building, Butler Road, Sooke	8
Shirley Community Association	July 9	Shirley Community Hall, Shirley	5
Events:			
Open House	June 22	Sooke Region Museum	700
Survey:	February – August	Online	320
TOTAL			1924



Community Festival - Woodside Farm, Abbey & Emma



Board & Staff workshop

APPENDIX II: Engagement Methodology

A variety of engagement tools and methods were used to gather feedback with the goal of using this information to help shape future programs, exhibits and services offered by the museum. These tools were used throughout the length of the engagement project to promote and invite participation in the project.

To gather information from a broad and diverse population, museum visitors, event attendees, residents of Sooke and the regional areas of East Sooke, Otter Point, Shirley, Jordan River and Port Renfrew, members of the T'Sou-ke, Scia'new, and Pacheedaht nations, community associations, organizations such as the Sooke Region Life-Long Learners, and the museum's staff and board of directors were invited to participate in various activities and events.

Engagement tools used throughout the process included:

- Online survey, with printed copies available at the museum and at events
- Focus groups
- In-person engagement activities at museum open house, Night Market, and other community events
- Social and traditional media campaigns
- Presence at community events

Online Survey

The main tool, a comprehensive, anonymous online survey, was a mix of multiple-choice and open-ended questions, with all questions being optional (see Appendix V for full survey questions). A printed version was available for offline participation. This survey was open and promoted from January through August 2025.

The survey was categorized into the following sections:

- Museum perception (how participants felt about the museum and its role in the community currently)
- Communications (how the museum communicates with the community)
- Future vision (how the museum could better serve the community)
- Community representation (how well the museum represents diverse backgrounds, histories, and cultures of the community)
- Accessibility (of building, grounds, programs)
- Demographic information (participants' age, gender, ethnicity, area of residence and length of time in the area)

Prizes of museum branded merchandise were offered monthly to randomly selected participants who opted to complete a contact form separate from the survey. A final bonus prize draw was offered at the end of August consisting of several branded items and two tickets to the Crab Fest event in September.

In-Person Meetings

Focus groups were hosted at the museum and in outlying communities of East Sooke, Shirley and Otter Point in partnership with the community associations of those areas. Sessions were facilitated by the contractor and accompanied by two Board members. Attendees participated in discussions around the following topics at each meeting:

- What interests you about the Sooke Region museum?
- What would inspire a sense of belonging or pride in the museum?
- How do you feel the museum might respond to the needs of your community?
- What would you like to see the museum doing more of?
- What are your ideas for potential partnerships, programs or services?

In-Person Activities

During the museum's annual open house and salmon barbeque, participatory activities were created to appeal to all age groups. These included:

- **Story Stones:** participants were offered smooth beach rocks and paint pens with the prompt "What do you like best about the museum?" to draw or write words illustrating their choices. This proved to be popular, especially with children.
- **Postcards to the Future:** postcard templates and pens with prompt "What would you like to see in the future museum?"
- **Dotmocracy Voting** with the prompt "What should the museum focus on in the next 10 years?" Participants were offered three dots to vote for categories already identified through survey responses with the opportunity to write in and vote for their own ideas not already listed.

Where applicable, these activities were also incorporated into community presence events such as All Sooke Day, and the Sooke Country Market. See Appendix I.

Digital Media

- **Website portal** created with updated content, explaining need for engagement, objectives of project, background information, timeline and opportunities for involvement, and a link to survey.
- **Social media campaign** and content creation for use with regular museum communications through Facebook and Instagram accounts; information shared to local social media accounts (Meanwhile in Sooke, Sooke Events, Hwy14 History, Sooke, BC, Sooke Region Life-Long Learners, and others)

- **Sooke Region Museum newsletter** included project information and survey link in monthly e-newsletters to subscribers.

Traditional Media

- Paid advertising, news releases, and interviews in local **print media** such as the Sooke News Mirror.
- Live **television** coverage, with interviews on the Upside Guys, a local news segment with coverage of Victoria, Vancouver Island and the Lower Mainland.
- **Radio** interview promoting the project with the local radio station, sooke.live .
- **Posters** on community bulletin boards, **handbills** at events.

Community Presence

As part of the engagement process, a branded pop-up tent and tables were set up at a variety of community events throughout the region to engage event attendees and share information about the survey. These pop-up booths were operated by board members and staff, and where appropriate, feedback gathering activities such as Postcards for Future and rock painting were carried out.

APPENDIX III: Ideas & Insights Document

Ideas and Insights from Our Conversations

Participants in the focus groups, at community events, and in the survey were asked to share ideas for activities they would like to see at the museum, and for topics they would like to see explored. This feedback has been organized into subject areas, with key themes highlighted. Also included are responses to the open-ended survey questions listed here:

- Question 5: What made you choose that rating?
- Question 8: What could the Sooke Region Museum do to help you feel more welcome and included in your community?
- Question 14: What topics, themes, or stories would you like the Sooke Region to explore?
- Question 16: Do you have any ideas or feedback for future Museum exhibits or programs?
- Question 34: Is there anything else you would like to share with us or want us to know?

More Indigenous Information

Themes:

- Increase representation of Indigenous communities at museum and opportunities to learn more about these communities (across all engagement platforms)
- Arts & culture of local First Nations
- Local Indigenous history, artifacts, legends
- Traditional foods and medicines
- Acknowledgement of harm caused by Settlers; settler accountability

Comments:

- Reconciliation – do more to promote Sooke Truth4 Reconciliation group
- I think that Indigenous history and culture and the harms caused by settlers are underrepresented at the museum. This includes the signs throughout the area marking historical places. I do not want to diminish the accomplishments of settlers, but it is crucial to also remember, point out, and undo the historical and ongoing harms of Indigenous-specific racism.

Ideas:

- Coast Salish weaving
- Elder in residence
- How land around Shirley was used by Indigenous peoples
- Language Integration: Include SENĆOŦEN or Hul'q'umi'num' language signage and audio elements where appropriate, acknowledging the Indigenous roots of the land.
- Living Indigeneity, Green Living and how it is connected to Indigenous heritage
- Solar power project
- T'Sou-ke Cultural Showcase: Develop exhibits with the T'Sou-ke Nation to highlight Indigenous traditions, art, history, and environmental stewardship, using their guidance on protocols and representation.

- How settler/Indigenous relations have evolved
- Indigenous hardships
- Indigenous world view
- Relationship to land & water
- Historical info pertaining to current Indigenous political issues

More Children, Youth, and School Engagement

Themes:

- More activities/programs/events for younger children
- More hands-on activities for kids
- Increase school involvement in creating programming & exhibits

Comments:

- Get children involved
- Involve high schools, colleges, universities, co-op students

Ideas:

- "Sooke Time Travelers" Club: Hands-on youth club involving artifact handling, storytelling, nature hikes, and even helping staff with exhibit prep.
- Outdoor Education Days: Partner with schools to run field programs at the museum grounds, including pioneer skills (churning butter, blacksmithing),
- Entertainers for children
- Rainy day activities for children – puzzles, putting bones back together
- Hands-on activities: rock painting, viewing things through microscope, fish prints, old typewriters
- A children's area in the museum
- Interview students on stories of their COVID experience
- Highlight Sooke youth making a positive impact on the community, then and now
- Connect with youth groups like Guides and Scouts to work on their badges
- Indigenous plants, and environmental education at the salmon-bearing streams nearby

Expand Community Presence and Outreach

Themes:

- Bring museum displays to communities throughout the region
- More heritage signs throughout the region
- Collaborate with local groups to bring people together, e.g. knitters

Comments:

- Admiral's Trail in Otter Point – needs signage for start of trail
- Update language on heritage signs to be less colonial

Ideas:

- Bring history (panels) to local sites where people gather like the arena, community hall, CRD admin office on Butler Road
- More Port Renfrew, Shirley, Jordan River history

- Information about East Sooke farms and schools
- Work with East Sooke organizations: Seagirt Ponds (Gloria Snively), East Sooke Neighbourhoods Association, Friends of Coppermine Society. Use the community hall for talks and slide shows.
- Jordan River Penitentiary history
- Point No Point has many interesting stories
- Consider a specific day in each community e.g. Shirley Day
- Place signs and interpretive info outside Shirley Hall so people can view without going into the hall
- Interpretive panels in key historical places e.g. fish traps
- Compile a book on Shirley (or other communities) to sell at local markets
- Seniors' teas – go out to care homes and seniors' centres
- Presentations at Sooke River Campground
- Create connections between different generations, e.g. current high school students and older people comparing school experiences
- Create Seniors' programs similar to school programs, specific to history

Digital and Interactive Upgrades

Themes:

- Audio tours of exhibits and grounds features
- Keep website updated with calendar events, museum information e.g. hours

Comments:

Ideas:

- AR Heritage Trails: Create an augmented reality app that allows visitors to walk trails (Whiffin Spit, Galloping Goose) while seeing historical photos, shipwrecks, and early settler scenes through their phones.
- Virtual Museum Expansion: Offer online access to past exhibits, digital archives, and school-friendly resources for remote learning and promotion beyond Vancouver Island.
- Create digital platforms and interactive exhibits for remote audiences
- Create a video game that teaches you about history, win points or prizes
- Online trivia contests like those put on during COVID
- Digitize collections
- Film bears, have a live cam in marsh
- Calendar of community events on website

More Activities and Events

Themes:

- More activities in the community
- More opportunities for socializing, learning
- Events geared toward younger generations – mid-30-45 – on evenings or weekends

Comments:

- Consider planning something for Saturday or Sunday mornings to draw people to museum

Ideas:

- Art contest/show
- Bus tour of local history
- Historical reenactments, weekend festival of vignettes, skits, etc. of historical moments of Sooke
- Pioneer Days
- Heritage Farm & Market Days: Celebrate Sooke's agricultural and homesteading history with demonstrations, a mini farmers' market, and local food sampling
- "Sooke After Dark" Nights: Lantern-lit museum tours, ghost stories, live music, and pop-up art inspired by local legends and shipwrecks
- Story-telling festival
- Performance nights, film screenings, game nights, sporting events
- Adults' night at the museum with guest speakers on topics of interest
- Resurrect All Sooke Day activities e.g. nail driving, tug of war and challenge local orgs to compete (Rotary, Community Association)
- Build a man-tracker activity in the forest area
- Show & tell (young and old)
- Host more music events
- Performances in evening

Inclusion and Accessibility

Themes:

- Become a community hub for people new to community
- More history of marginalized communities
- Access for people with mobility challenges or other handicaps is an issue
- Museum opening hours

Comments:

- Open the museum more often and in the evening for people who work
- It should be open on weekends
- Go back to seven days/week at least

Ideas:

- Newcomer Welcome Nights: A monthly open house with snacks, community orientation, and multilingual materials to welcome new residents from Victoria or abroad.
- Sensory-Friendly Mornings: Quiet hours with adjusted lighting and sound for neurodiverse visitors.
- Sliding-Scale Admission or Memberships: Make access easier for low-income families or seniors, reflecting Sooke's economic diversity.
- Representation of underrepresented cultures: French Canadian fur traders, Chinese workers, Ukrainian immigrants
- Add braille to exhibit descriptions, building features (washrooms)
- Translate exhibit descriptions to other languages e.g. French, SENĆOŦEN language

Museum Building & Grounds

Themes:

- Expand museum space on site
- Keep museum as it is now
- Rotate artifacts
- Make better use of the inside space
- Upgrade the outdoor site
- Need more parking; more handicap parking; better signage about parking

Comments:

- Need better layout – didn't know about upstairs
- Jazz it up!
- Appreciated using the tented area for garden club workshops
- Move lighthouse to the Spit or take it down

Ideas:

- Better use of existing space – breezeway, elevators to all levels, lookout back of building
- Update bathrooms
- Automate front door, make more friendly and welcome, consider glass door
- Repair (flatten) sidewalks
- Utilize/display existing assets e.g. working printing press, bake oven
- Expand to offsite storage to free up display space in museum
- Clearly delineate interior spaces – separate visitor centre from museum
- Explore and encourage purchase of McFarlane property across Phillips Road
- Create a café space
- Add bike racks
- EV charging (cars and bikes)
- Remove invasive plants
- Create onsite wayfinding
- Zipline over marsh
- Get rid of marsh, fill it in to create more space
- Make better use of marsh with pier, walkway
- Invite families to donate family correspondence if appropriate to the collection
- Make museum signage more visible at the lighthouse
- Consider bringing lighthouse closer to the road and raising it to be more prominent
- Promote space for use by other organizations
- New purpose-built museum that reflects west coast architecture
- Have more events on the grounds to attract people going by
- Lighthouse lights working like they were when it first arrived
- Update Moss Cottage, show different eras, make water pump work, have programs in cottage

Gift Shop

Themes:

- Gift shop is praised for local content, books (widely mentioned across all engagement platforms)

Comments:

- Less products from China
- Great book selection
- Change location as it is discouraging people from entering exhibits

Ideas:

- Enlarge gift shop
- Promote more local arts & crafts and jewelry, support local artists

Food

Themes:

- Highlight food security
- More exploration of traditional or historic foods
- More opportunities/events for food onsite

Comments:

- More choices at night market
- Appreciate vegetarian options at night market

Ideas:

- Info about traditional food production, Indigenous and settler
- Vending machines
- Food trucks on grounds on certain days (not just market night)
- Café

Explore More Natural History

Themes:

- Boardwalk, interpretive tours of the saltwater marsh
- Geography of area
- Celebrate flora and fauna of the area

Comments: none

Ideas:

- Mega-fauna of Sooke (orcas, bears, cougars)
- Plants and trees of the area – ID and uses
- Marine life: what's happening in the oceans now?
- Tours led by local experts – noted marine biologist, geologist, forest researcher,
- Eco-History Trails: Integrate local flora/fauna into museum storytelling — e.g. salmon spawning cycles, logging's impact, role of forests in Sooke life

- Heritage Garden & Pollinator Patch: Develop gardens reflecting both settler homesteads and Indigenous uses of native plants, with interpretive signs

Include More Recent History

Themes:

- More recent history stories, early 20th C, 1970s forward, personal stories
- Modern day to day living

Comments: none

Ideas:

- Then and Now pictures
- Map showing changes to roads in Sooke
- Recent artifacts
- Recent population growth, comparison to early population numbers including T'Sou-ke/white/POC

Exhibit Themes, Topics, & Ideas

Themes:

- Cultural history
- Indigenous history
- Geography
- Logging
- Mining
- Fisheries
- Railways
- Mobile or rotating exhibits
- Then & Now comparisons

Comments:

- Update existing exhibits
- Make exhibits more interactive

Ideas:

- Economic ups and downs
- Textile/fibre arts
- Environmental justice – how has land/environment been protected, then and now
- Shipwrecks
- Museum history/operation
- Search & rescue; Fire department history
- Host a display case to highlight other organizations
- Community sustainability
- History of food in region
- Gold rush
- Growth of Sooke; how it has grown

- Galloping Goose, development through the years from Leechtown to today
- Benefits of logging/clearcutting
- Water management
- Authors and publications emerging from region
- Highways equipment – restore, move
- Hiking
- Gardening
- History trail town-wide, e.g. Children’s Trail in Leighton Buzzard, UK, Music Trail, Leipzig, Germany
- Local history videos
- Sports
- Sooke youth making a positive impact on the community, then and now
- Sooke Community Association, historical and present-day achievements
- Guide to historical sites nearby: Leechtown, Muir Creek, Ella Beach, Woodside Farm
- New Immigrant history & holidays
- Biggest and best of area – Butler logging truck, John Muir biggest ship building, log for tallest totem pole, Jones Brothers donut boom boat
- Community-curated story telling – “Voices of Sooke” – invite long-time residents, T’Sou-ke Nation members, newcomers to share their personal stories, early settlement to present-day
- Annual “Then and Now” Exhibit: Community photo contest; locals submit old family photos re-shot in modern settings.
- "Sooke Today" Mini Gallery: Rotating wall or digital screen that features current events, community milestones, and guest-curated displays
- Pandemic & Resilience Wall: how Sooke navigated COVID-19, wildfires, and climate change — through local photos, journals, and art
- Foundations of Settlement: Highlight arrival of British and European settlers — e.g. Muir family’s role in shaping the economic and cultural development of region. Include pioneer homesteads, maritime industries, and early governance structures based on British models
- BC’s Colonial Past: explore colonial context — how British exploration, Hudson’s Bay Company, and colonial land policies impacted settlers and Indigenous communities. Include archival maps, settler diaries, letters
- Pop-up artist exhibits
- Surfing history
- Women’s history of daily survival and living; Legendary women of Sooke
- WW II in the region
- Sooke history in specific eras: 1500-1600, 1600-1700, 1700-1800
- Dams and water flow changes to Demamiel Creek
- Display on businesses or business owners like Palco Products
- Fishboat Bay dock and log dump, railroads connected to it
- Create a map of the origins of settler families, possibly connect back to those towns
- Recreate fish traps hut

- Hands on exhibits e.g. animal skulls,

Topics and Ideas for Stories, Talks, Tours and Workshops

Ideas for Stories:

- Interview old-timers re: living and working in Sooke
- Local Legends and Lore: Use community input to curate talks about Sasquatch, maritime folklore, historic mysteries
- Ghost stories
- All Sooke Days
- Stories of Sooke from kids' perspectives
- Street name origins
- Crime stories of the past
- Stories of families who lived on street initially
- Family elders, Indigenous and settler
- Women's stories

Ideas for Talks:

- Sooke River information
- History of museum: how did it come about, how are displays created, are you connected to other museums
- Hiking in the area, from local hikers, e.g. West Coast Trail, Juan de Fuca Trail
- Have visitor centre staff host an ongoing talk about activities to join in Sooke

Ideas for Tours:

- Fossil tours at Muir Creek
- Historical walking tours e.g. Priest's Cabin in Shirley
- Marine life tours at Whiffin Spit
- Geology tours
- Farm tours
- Historical landmark tours (by bus)
- Self-guided tours via brochures of areas e.g. historical signage
- Tours of the archives more regularly
- Saltwater marsh interpretive tours (boardwalk/circular tour route)
- Eco-tours – flowers, plants, edible and native species

Ideas for Workshops:

- Skills: soap-making (offer to teach)
- Lost skills, old-time ways of doing things, back to the land topics
- Forging
- Gardening
- Canning food
- Family history search assistance
- Wellness integration
- Paint night workshops

- Mushroom and other local food foraging
- Ethical foraging
- More nature workshops
- Workshops and displays on historical responses to issues that we are still dealing with now would be really interesting

Other Thoughts/Anything Else

Comments:

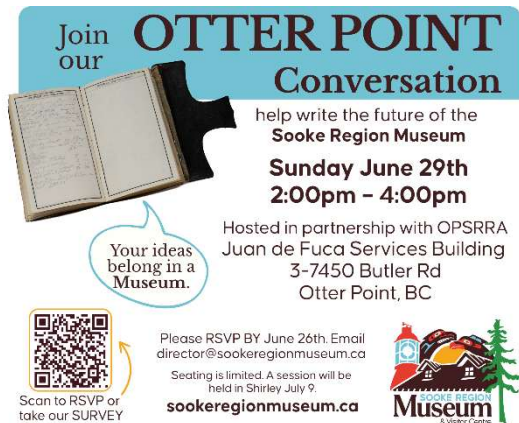
- All for improvements as long as I don't have to pay for it through taxes
- Need better communications; often hear about things after the fact
- Collaborate with other organizations – garden club could do a session on native plants; seniors could talk about life in past times
- I'm excited to see the Museum reaching out to its community for feedback and appreciate the opportunity to voice my thoughts; looking forward to future outcomes.
- Many thanks to Elida Peers for her outstanding work
- Mayne Island Museum is an excellent example that Sooke could learn from
- I have never been inside Moss Cottage, it's always closed when I have visited
- Broaden your view of the region, include all of West Shore and Metchosin
- You have an opportunity to help people recognize the genocide that is happening and learn how to recognize white supremacy and racism. By doing that you enable healing for everyone.
- Don't like that the museum is getting political
- If there is to be a new name, I would vote for 'The T'Sou-ke Museum'. The T'Sou-ke people built Sooke, and Sooke's history, and our buildings and structures, just as much as those who migrated here.
- I think it would be important to highlight the contributions of white immigrants ie: Swedes, Danes, Germans, etc... we should all be colour blind. No pioneer or historical figure should be showcased more than another.

Ideas:

- Explore the Superhost program

APPENDIX IV: Communication Materials & Messaging

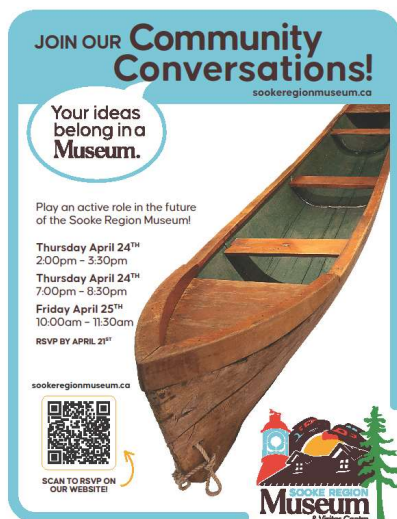
Examples of promotional materials used in a variety of modes:



Poster: Otter Point, Shirley, Jordan River Residents and Ratepayers Association



Poster: Port Renfrew



Poster: Museum focus groups



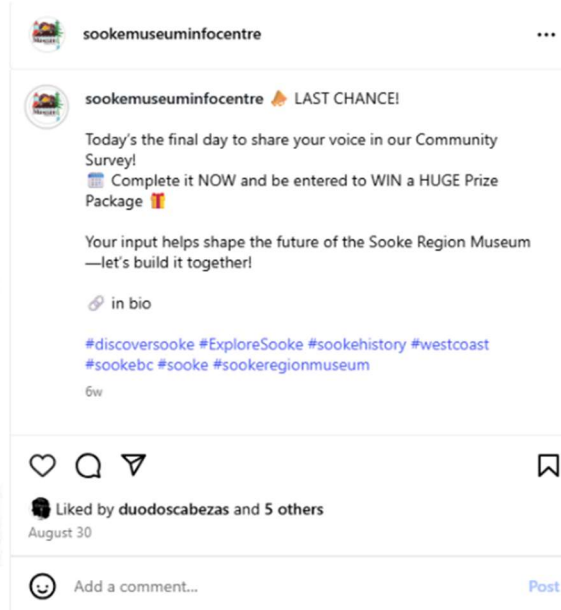
Facebook post: Shirley Community Association focus group



Email invitation



Facebook post: Final survey reminder



Facebook post



Instagram post: survey final prize



APPENDIX V: Survey Questions

Sooke Region Museum - Community Engagement Survey

Section 1

Welcome

The following questionnaire is designed to gather valuable feedback from the community on various aspects of the Museum's operations and future direction. The survey is divided into sections to address key areas, including demographics, Museum perception, community engagement, and more. Each section contains multiple-choice and open-ended questions to ensure comprehensive input from participants. Your responses will help shape the Museum's programs, exhibits, and community outreach efforts.

As a thank you, we'd like to offer you a chance to win some exciting prizes! Simply copy the link at the end of the survey to fill out a brief contact information form. Your responses will remain completely anonymous, and we won't be able to connect your contact details to your survey answers.



Section 2

Museum Perception

We want to know how you feel about the Sooke Region Museum and its role in the community.

1. How often do you visit...

	More than once per month	Monthly	A few times a year	Once a year	Never
... us in person at the Sooke Region Museum	☐	☐	☐	☐	☐
... online at the Sooke Region Museum Website	☐	☐	☐	☐	☐

2. Why would you visit a museum? (Select up to three)

To learn something new	☐
To understand the area	☐
To appreciate art & culture	☐
To spend time with family & friends	☐
To attend events / programs / exhibits	☐
I don't visit museums	☐

3. How often do you attend...

	Every Week	A few times	Once per Season	Never
... the Night Market (From June to September)	☐	☐	☐	☐

4. What is your overall impression of the Sooke Region Museum?

	Very Positive	Positive	Neutral	Negative	Very Negative
	☐	☐	☐	☐	☐

5. What made you choose that rating?

6. What do you appreciate the most about the Sooke Region Museum? (Select all that apply)

Exhibits	☐
Program Offerings (e.g.: Speakers, Workshops, Schools)	☐
Events (e.g.: Night Markets)	☐
Gift Shop	☐
Other: _____	☐

7. How much do you agree or disagree with the following statements about the Sooke Region Museum?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The Sooke Region Museum represents the history of the Sooke Region (East Sooke, Shirley, and Port Renfrew incl.)	☐	☐	☐	☐	☐
The Sooke Region Museum represents the culture of the Sooke Region	☐	☐	☐	☐	☐
The Sooke Region Museum helps me feel connected to my community	☐	☐	☐	☐	☐
The Sooke Region Museum is welcoming and inclusive to all members of the community	☐	☐	☐	☐	☐

8. What could the Sooke Region Museum do to help you feel more welcome and included in your community?

9. How aware are you of the various services and programs offered by the Sooke Region Museum?

	Very Aware	Somewhat Aware	Unaware
School Tours (Moss Cottage, Bannock Making, Artifact Inquiry, etc)	☐	☐	☐
Workshops (Paper making, etc)	☐	☐	☐
Author Talks (Authors discuss their books)	☐	☐	☐
Speaker Series (natural history, cultural history, and heritage)	☐	☐	☐
Annual Open House & Salmon BBQ	☐	☐	☐
Night Market	☐	☐	☐
Winter Market	☐	☐	☐
Family Day	☐	☐	☐
Heritage Week	☐	☐	☐
Moss Cottage Christmas	☐	☐	☐

10. How would you describe your experience moving around the following areas with **Very Easy meaning no issues navigating the space, and **Very Difficult** meaning the layout makes it hard to move around?**

	Very Easy	Somewhat Easy	Neutral	Somewhat Difficult	Very Difficult
Inside of the museum including Visitor Centre and gift shop.	☐	☐	☐	☐	☐
Outdoor area of the Sooke Region Museum (Parking lot, Museum Grounds, Lighthouse etc)	☐	☐	☐	☐	☐

Section 3

Community Engagement

This section explores how the Museum communicates with the community

11. What is your preferred way to find out about the Sooke Region Museum's programs, exhibits, and events?

Social Media (Facebook and or Instagram)	☐
Email Newsletters	☐
Community Bulletin Boards	☐
Word of Mouth	☐
Website	☐
Sooke News Mirror	☐
In Person	☐
None of the above	☐
Other: _____	☐

12. What would you like to hear about in communications from the Sooke Region Museum? (ie: social media, newsletters, website, etc) (Select all that apply)

History	☐
Behind-the-Scenes	☐
Event Announcements	☐
Stories from the Community	☐
Highlights from Workshops and Programs	☐
Other: _____	☐

Section 4

Future Vision: What can we do better?

This section invites you to share your ideas on how the Museum can better serve the community. Your suggestions will play a crucial role in enhancing our programs, exhibits, and overall visitor experience.

13. What would you like to see the Sooke Region Museum offer more of?

Public events	☐
Public workshops	☐
School programs	☐
Collaborative projects	☐
Volunteer opportunities	☐
Mobile exhibits	☐
Other: _____	☐

14. What topics, themes, or stories would you like the Sooke Region Museum to explore?

15. What are you most interested in seeing presented at the Sooke Region Museum? (Select all that apply)

Local History	☐
Indigenous Culture	☐
Natural Heritage (local plants and wildlife)	☐
Contemporary Topics	☐
Art Exhibits	☐
Special Events	☐
Workshops	☐
Climate & Environment	☐
Social Justice	☐
Historical Preservation	☐
None of the Above	☐
Other: _____	☐

16. Do you have any ideas or feedback for future Museum exhibits or programs:

Section 5

Community Representation

This section focuses on understanding how well the Museum represents the diverse backgrounds, histories, and cultures of the community.

17. How much do you agree or disagree with the following statement about the Sooke Region Museum?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The exhibits at the Sooke Region Museum effectively represent the diverse interests and perspectives from East Sooke to Port Renfrew	☐	☐	☐	☐	☐

18. How can the Sooke Region Museum better serve newcomers to the community?

Act as a community resources hub	☐
Provide local history education	☐
Host newcomer social events	☐
Host welcome tours	☐
None of the above	☐
Other: _____	☐

19. How much do you agree or disagree with the following statement about the Sooke Region Museum?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
It is important to me that the Sooke Region Museum covers contemporary issues and events.	☐	☐	☐	☐	☐

Section 6

Accessibility

We want to ensure that the Sooke Region Museum is accessible to everyone. Your feedback on accessibility will guide us in making necessary improvements. Please remember that all questions are optional and none of your personal information is recorded. Your privacy is important to us.

20. Do you have any disabilities or barriers that affect your access to the museum's grounds, exhibits, or programs?

Yes	☐
No	☐
Prefer not to disclose	☐

21. How would you describe your barrier (Select all that apply)

Difficulties related to Mental Health or Emotional well-being	☐
Difficulties with Learning or Processing information	☐
Blind or Visually Impaired	☐
Deaf or Hard of Hearing	☐
Difficulties with Mobility or Physical activities	☐
Prefer not to disclose	☐
Other: _____	☐

22. Do you feel your barrier affects your ability to engage with or enjoy the Museum?

Yes	☐
No	☐

23. What digital features or improvements would help you better explore the Museum online?

More Online Exhibits	☐
Enhanced Website Navigation	☐
Virtual Tours	☐
None of the above	☐
Other: _____	☐

24. Which of the following would improve the quality of your visit? (Please note that large-scale renovations may not happen soon, but your input helps us understand priorities for the future)

Larger Fonts	☐
More Audio	☐
More Video	☐
Elevator	☐
More accessible pathways and entrances	☐
Adjustments to the layout of exhibits to create more space	☐
Improved lighting in interior	☐
Better Signage and directions	☐
None of the Above	☐
Other: _____	☐

25. What Barriers, if any, prevent you from visiting the Sooke Region Museum more often?

Lack of Time	☐
Lack of Interest	☐
Transportation	☐
Cost	☐
Lack of information	☐
Accessibility	☐
None of the Above	☐
Other: _____	☐

Section 7

Demographic Information

This section helps us understand the wide range of backgrounds and identities of our participants. Your demographic information will help ensure the Museum's offerings and programs reflect the entire community. Your privacy is important to us—any information you share is kept confidential. All demographic questions are optional, and you can skip any you prefer not to answer. Your feedback helps us better serve all visitors.

26. Which area of the Sooke Region do you live in?

East Sooke	☐
Jordan River	☐
Otter Point	☐
Port Renfrew	☐
Shirley	☐
Sooke	☐
I do not live in the Sooke Region	☐

27. How long have you lived in the Sooke Region? (East Sooke, Jordan River, Otter Point, Port Renfrew, Shirley, Sooke)

Less than 1 Year	☐
1 to 5 Years	☐
5 to 10 Years	☐
10 to 20 Years	☐
Over 20 Years	☐
I do not live in the Sooke Region	☐

28. What is your age group

Under 18	☐
18-24	☐
25-34	☐
35-44	☐
45-54	☐
55-64	☐
65-74	☐
75+	☐
Prefer not to disclose	☐

29. Which gender do you identify as?

Woman	☐
Man	☐
Non-binary	☐
Prefer not to disclose	☐

30. Do you identify as a person of colour?

Yes	☐
No	☐
Prefer not to disclose	☐

31. Do you identify as a member of the 2SLGBTQIA+ community?

Yes	☐
No	☐
Prefer not to disclose	☐

32. Are you of Indigenous heritage?

I am not of Indigenous Heritage	☐
T'Sou-ke	☐
Pacheedaht	☐
Scia'new	☐
Metis	☐
Prefer not to disclose	☐

33. Are there aspects of your cultural heritage that you feel are underrepresented at the Sooke Region Museum?

Indigenous	☐
Immigrant Communities	☐
2SLGBTQIA+ Stories	☐
African	☐
Asian	☐
Latin American	☐
Middle Eastern	☐
No	☐
Other: _____	☐

Section 8

Thank You!

Thank you for sharing your thoughts! Your feedback plays a crucial role in shaping the future of the Sooke Region Museum and helps us create programs and exhibits that truly reflect our vibrant community. We appreciate your time and insights as we work towards making the museum a more inclusive and engaging space for all. Together, we can ensure it remains a place of pride and connection for years to come!

34. Is there anything else you would like to share with us or want us to know?

Upon Completion

Thank You for Your Participation!

We truly appreciate you taking the time to complete our community engagement survey. Your feedback helps us shape the future of the Sooke Region Museum, ensuring we better meet the needs of our community.

As a thank you, we'd like to offer you a chance to win some exciting prizes! Simply copy the link below to fill out a brief contact information form. Your responses will remain completely anonymous, and we won't be able to connect your contact details to your survey answers.

Prizing Support Contact Form: <https://forms.office.com/r/JLB58Bnng6>

Thank you once again for sharing your thoughts with us. We're looking forward to making our museum even better for everyone!

Warm regards,
Sooke Region Museum and Visitor Centre Team

Prize Support Contact Form

Thank You for Your Feedback!

Thank you for completing the Community Engagement Survey for the Sooke Region Museum! We appreciate your input and would like to invite you to participate in a prize draw as a token of our gratitude. Please fill out the following contact information so we can reach you if you win.

1. Full Name:

2. Preferred Method of Contact

Email	☐
Phone Call	☐

3. (IF EMAIL) Please enter your Email Address below:

4. (IF PHONE CALL) Please enter your Phone Number below:

5. Are you interested in receiving updates about future events and activities at the Sooke Region Museum?

Yes	☐
No	☐