

Creating the Bank of Canada Museum



Ken Ross

Director,
Bank of Canada Museum

Context



Context

Initial challenges



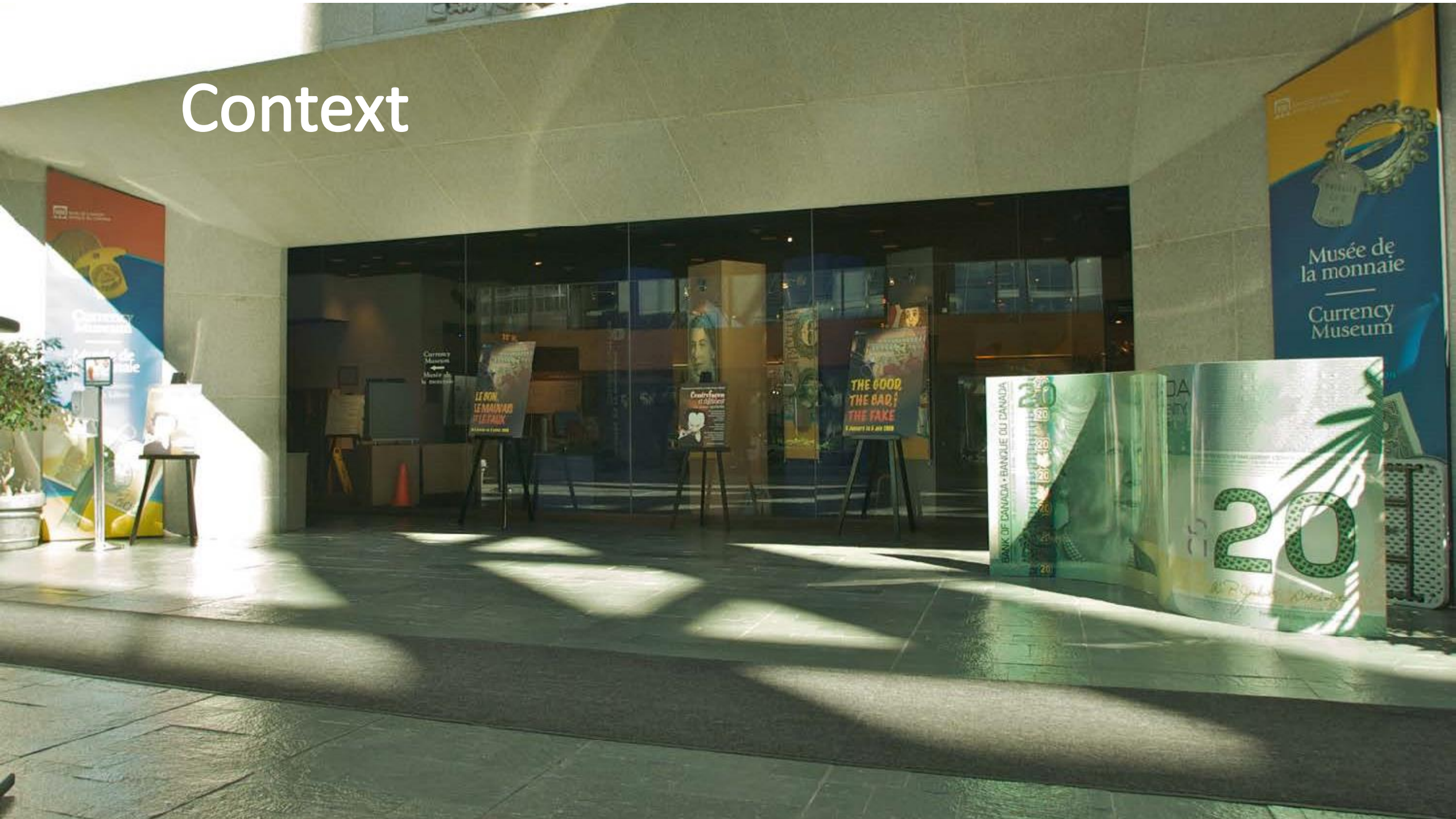
Context
Initial challenges
Planning process and governance



Context
Initial challenges
Planning process and governance
Lessons learned



Context





Musée de la monnaie
Currency Museum

LE BON,
LE MAUVAIS,
LE FAUX

Contrefaçon
et falsification

THE GOOD,
THE BAD,
THE FAKE





4

Western Civilization's First Coinage

The story of ancient coinage

La prima moneta è stata coniata in Grecia nel VI secolo a.C. La moneta ha permesso di facilitare il commercio e di unificare il sistema di pesi e misure.

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Boutique

Pay Here
Thank You

Payez ici
Merci



5.2
magnitude
earthquake

CITV





NEWS GOES MOBILE



NEWS FROM NEW SOURCES





Smithsonian
Institution

POSTAL
MUSEUM

NATIONAL



Smithsonian
Institution

POSTAL
MUSEUM

NATIONAL



...they had once been joined?
...le de l'AMÉRIQUE DU SUD ne correspond-elle
à la côte occidentale de l'AFRIQUE, comme si elles
été réunies? »

ALFRED WEGENER, December / décembre 1910

✓ **UNIFORMITÉ**
S'explique mieux si
les continents se rejoignent
et se séparent.
✓ **UNIFORMITÉ**
Un même processus aux
extrémités des continents.

...get
...apart?
...mination



Instead of the animals and plants moving
between continents, maybe it was the
continents themselves that moved!

Et si c'étaient non pas les animaux et les
plantes qui se déplacent d'un continent à
l'autre, mais les continents qui bougent?

THE CONTINENTS
MUST BE MOVING

VISIBLEMENT, LES
CONTINENTS BOUGENT!



✓ **ANALOGUES**
A type of rock with the
same structure.
✓ **ANALOGUES**
Un type de roche de même
structure et même âge.



Q. How do similar
become distinct?
Q. Comment les
semblables se
mieux différents?



"natural selection is daily and hourly
 silently and incessantly working"

« la sélection naturelle se produit tous
les jours et à chaque heure... silencieuse
et imperceptible... »

Charles Darwin

THEN
Continental Drift
A L'ÉPOQUE
la dérive des continents

NOW
Plate Tectonics
AUJOURD'HUI
la tectonique

DR MARIANO ELIA

hands-on centre



mid@

MUSEO INTERACTIVO DE ECONOMÍA



Monetary Policy



Monetary Policy Financial System



Monetary Policy
Financial System
Funds Management



Monetary Policy
Financial System
Funds Management
Currency







No cute squirrels allowed



Initial Challenges





- Cost



- Cost
- Time Required



- Cost
- Time Required
- How the heck do you build a museum anyway?

Canada's 150th Birthday







Infrastructure



Infrastructure Bank Expertise



Infrastructure
Bank Expertise
Design / Build



Infrastructure
Bank Expertise
Design / Build
Governance

MEASUREMENTS

Regulatory
reporting

Rules

Accountability

Conformance

GOVERNANCE

COMPLIANCE

Control
Risk

LEADERSHIP

Audit

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of persons appointed
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of a committee. — **com**

Project Review Committee

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Project Review Committee

Senior Management Committee

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Infrastructure Oversight

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Project Review Committee

Senior Management Committee

Infrastructure Oversight

Museum Advisory Working Group

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Infrastructure Oversight

Museum Advisory Working Group

Risk Management

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Senior Management Committee

Infrastructure Oversight

Museum Advisory Working Group

Risk Management

Security

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Project Review Committee

Senior Management Committee

Infrastructure Oversight

Museum Advisory Working Group

Risk Management

Security

Museum Oversight Committee



Board of Directors



Infrastructure
Bank Expertise
Design / Build



Objective

The objective of this Request for Proposal is to select a company to provide branding, a ~~wayfinding~~ wayfinding and exterior signage strategy, interpretive planning, and exhibit design for the new Bank of Canada Museum. The newly renovated museum and visitor centre will be located in the main Bank of Canada building, located ~~adjacent to~~ near Parliament Hill and the Supreme Court of Canada on Wellington Street in Ottawa. Fabrication and installation services will be established through a separate contracting process. The new Museum will occupy approximately 11,000 square feet on the ~~ground floor~~ first level below grade of the renovated building. The entrance to the Museum will be from Sparks Street, and there will be ~~ample~~ opportunity for exterior signage and banners, subject to the regulations and policies of the Bank of Canada.

Introduction

The idea ~~for to assemble~~ a museum dedicated to collecting currency dates to 1959 when then national numismatic collection was first championed in the late 1950s by the Governor of the Bank of Canada of the time, James Coyne, became interested in establishing a collection to help illustrate. The Bank began collecting numismatic materials, including bank notes issued by Canada's private chartered banks, to showcase the development of Canada's currency as well as the history of banking in Canada. At this time, the Bank began to acquire over the previous 150 years. The Canadian numismatic ~~materials for~~ aspecialist, G.R.L. Potter, was hired to help develop the collection.

In 1962, Coyne's successor, Governor Louis ~~Raminsky, assigned official status to the numismatic~~ Raminsky, directed Sheldon S. Carroll, the Bank's first Curator, to expand the collection ~~as well as a staff to manage it. By the mid 1970s, the and develop a complete~~ collection had grown in size and importance of Canadian coins, tokens, and ~~was designated by Government as the National Currency Collection, with the Bank of Canada officially recognized paper money. Carroll also sought to develop representative collections of articles related to banking and monetary affairs, in addition to ancient, medieval, and modern foreign coins and paper money. The core of the Collection was assembled during this period with the cooperation of government departments, Crown corporations, security printing firms, and chartered banks.~~



Objective

Introduction

The National Currency Collection

Vision

Sources of Inspiration

▲ Exhibition Concepts and Approach

The big idea:

Overarching visitor learning goals:

Overarching visitor experience goals:

Target audiences:

▲ The "Four Pillars":

Current Floor Plan [insert here, without referenc...

Use of collections:

Objects with special display requirements:

Potential exhibition concepts:

▲ PROJECT SCOPE

gs m°











Issues



Schedule



Financials



Risk



PROGRESS HIGHLIGHTS

Museum Short and Long-Term Sustainability

The Museum, ITS and GSM are working together on both short and long-term sustainability plans for the Museum.

- ITS has designed a support model outlining escalation protocols to be implemented with GSM during and after the warranty period.
- GSM has provided an updated draft proposal for ongoing Museum sustainability and renewal. Museum considering options with help of IT and Legal Services.

Museum Development

GSM now in space, installing hardware. Media production nearing completion

- Scenario Fabrication and A/V procurement complete.
- Installation of interactives ongoing; Heart of the System video projectors and projection surfaces installed.
- Showcases and showcase locks are currently being installed.
- Gallery 1 Video wall being tested; Museum video nearing completion, Currency video re C150 being adapted to screen size.
- People capsule video production complete, including video interviews with Governor and Senior Deputy Governor. Post production underway.
- Content: proofreading of exhibition text in both official languages complete.
- Museum guide interviews underway, hiring in April, training in May
- Digital Label hardware installed

Communications

The Museum is working with both internal and external stakeholders

- Next meeting of Museum Advisory Working Group (MAWG) April 12th; MAWG focus group testing exhibits in June.
- Media Preview Event scheduled for June 20; proposed guest list includes Governor and SDG, Mayors of Ottawa and Gatineau, and federal Minister Catherine McKenna.
- Museum hosting secondary school Curriculum Directors from across Canada in June.

IT

ITS is providing support, representing Museum interests in meetings with GSM regarding Museum's network infrastructure

- ITS participating in weekly calls with GSM
- ITS and GSM agreed on Quality Assurance testing methodology
- Museum, ITS and ELS Privacy Impact Assessment (PIA) completed; text for disclaimers with regard to taking of photos and request for email addresses being written
- Point-of-Sale vendor (Shopify) and Reservation system vendor (ScheduleIt), approved for use by Museum.

Security

Security services working with GSM to ensure protection of assets

- Sensors have been installed in the showcases.
- Security cameras have been installed in Museum galleries.
- Next Risk Management meeting with ITS, ITS Security, Physical Security, Facilities, HO Renewal and GSM to be held April 13th
- Provision of access privileges for GSM and on-site contractors ongoing

Construction

Infrastructure construction is complete; security work taking place in tandem with GSM

- GSM Installation Manager permanently on-site
- The National Currency Collection and Collections team have returned to head office.
- July 1, Museum opens to the public

SCHEDULE MANAGEMENT








	2015	2016				2017				Baseline Start	Current Start	Baseline Finish	Current Finish	Complete	Schedule Risk	
	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4							
BoC Museum		JAN 2016				JUL 2017				JAN 2016	JAN 2016	JUL 2017	JUL 2017		LOW	
DESIGN	JAN 2016	SEP 2016								JAN 2016	JAN 2016	SEP 2016	SEP 2016	SEP 2016	LOW	
Preliminary Design ✓	JAN 2016	APR 2016								JAN 2016	JAN 2016	APR 2016	APR 2016	APR 2016	LOW	
Detailed Design ✓		APR 2016	JUL 2016							APR 2016	APR 2016	JUL 2016	JUL 2016	JUL 2016	LOW	
Pre-Production ✓		JUN 2016		SEP 2016						JUN 2016	JUN 2016	SEP 2016	SEP 2016	SEP 2016	LOW	
PRODUCTION		AUG 2016		MAR 2017								AUG 2016	AUG 2016	MAR 2017	MAR 2017	LOW
Scenario Fabrication ✓		AUG 2016		JAN 2017								AUG 2016	AUG 2016	JAN 2017	JAN 2017	LOW
A/V Procurement ✓		SEP 2016		MAR 2017								SEP 2016	SEP 2016	MAR 2017	MAR 2017	LOW
Media Production		SEP 2016		MAR 2017								SEP 2016	SEP 2016	FEB 2017	FEB 2017	LOW
INSTALLATION		JAN 2017				APR 2017				JAN 2017	JAN 2017	APR 2017	APR 2017		LOW	
Scenario Installation		JAN 2017				APR 2017				JAN 2017	JAN 2017	APR 2017	APR 2017		LOW	
Graphics		MAR 2017				APR 2017				MAR 2017	MAR 2017	APR 2017	APR 2017		LOW	
A/V Installation		FEB 2017		APR 2017								FEB 2017	FEB 2017	APR 2017	APR 2017	LOW
Media Integration		FEB 2017		APR 2017								FEB 2017	FEB 2017	APR 2017	APR 2017	LOW
HAND-OVER/OPENING		MAR 2017				DEC 2017				MAY 2017	MAY 2017	DEC 2017	DEC 2017		LOW	
Training		MAR 2017				JUN 2017				MAY 2017	MAY 2017	JUN 2017	JUN 2017		LOW	
Opening Period		JUN 2017				JUL 2017				JUN 2017	JUN 2017	JUL 2017	JUL 2017		LOW	
Fine Tuning		JUN 2017				DEC 2017				JUN 2017	JUN 2017	DEC 2017	DEC 2017		LOW	

BUDGET AND RISK MANAGEMENT

FINANCIAL MANAGEMENT

Figures include HST. Figures show amounts as at February 28, 2017

Financial Status	Business case budget	2015 Actuals	2016 Actuals	2017 Year-to-date actuals	2017 Forecast	Explanations
\$Millions						
Program Governance, Design & Fabrication, Information Technology and Security	12.4	0.6	5.8	1.4	5.7	
Management contingency	0.9	0.0	0	0.0	0.9	
Sub-Total Museum	13.3	0.6	5.8	1.4	6.6	
HO Renewal Base Building, Infrastructure & Equipment	3.3	0	1.9	0	1.3	
Total Museum Renewal	16.6	0.6	7.7	1.4	7.9	

Key Risk Areas	Detailed Risk	Likelihood	Consequence	Mitigation Strategy	Legend	
	GSM will not respect the Bank's timelines or the Bank's processes will cause delays for GSM	Low	Museum would not be ready for July 1st	Museum Advisory Group, (Chief and Deputy Chief COM and CEO and President GSM) meet monthly to obviate obstacles to completion		Acceptable – only requiring periodic monitoring, reporting and oversight to verify whether the risk level is still acceptable
	Lack of alignment among Security, GSM and Collections delays installation of artifacts	Low	Partial installation of artifacts	Security to complete video/sensor installations the week of March 13, 2017. Installation of artifacts (est. to take 6 weeks) runs March 20 – May 12, providing a contingency of 2 weeks		Potentially Acceptable – requires enhanced risk monitoring, reporting and oversight, and may require additional/enhanced risk treatment for mandate-related objectives
	Public perception risk (i.e. unwarranted expenditure or design controversy)	Low	Reputational risk for the Bank.	Work with media relations and stakeholder relations teams of COM to develop a communication plans and prepare for inquiries.		Potentially Unacceptable – requires enhanced risk monitoring, reporting and oversight, and may require some additional/enhanced risk treatment, depending on feasibility and the nature of the objective(s) at risk
	Content does not meet the specified learning goals intended for our target audience	Low	The role and functions of the Bank may not be well communicated to the public	Subject content to review by SMC sub-committee; consult with Museum Advisory Working Group. Leverage experience/advice of external partners including Canadian Foundation for Economic Education (CFEE), Museo Interactivo de Economía (MIDE) and Canadian Museums Association (CMA)..		Unacceptable – requires additional/enhanced risk treatment, where feasible. Risk treatment action plans are factored into the budgets and plans. Enhanced risk oversight, monitoring and reporting are also required

CONSTRUCTION PROGRESS

Bank of Canada Museum



Zone 6: Heart of the System
(outlined footprint)



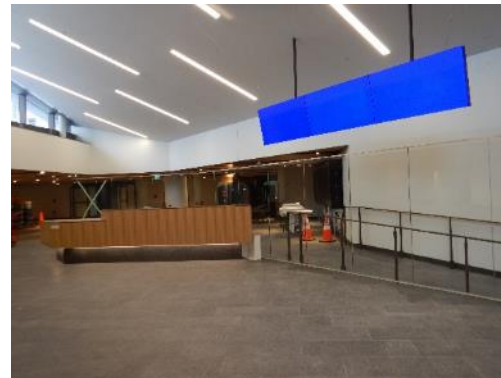
Supply and demand interactive



Pipes and Tanks



Zone 2: National Map



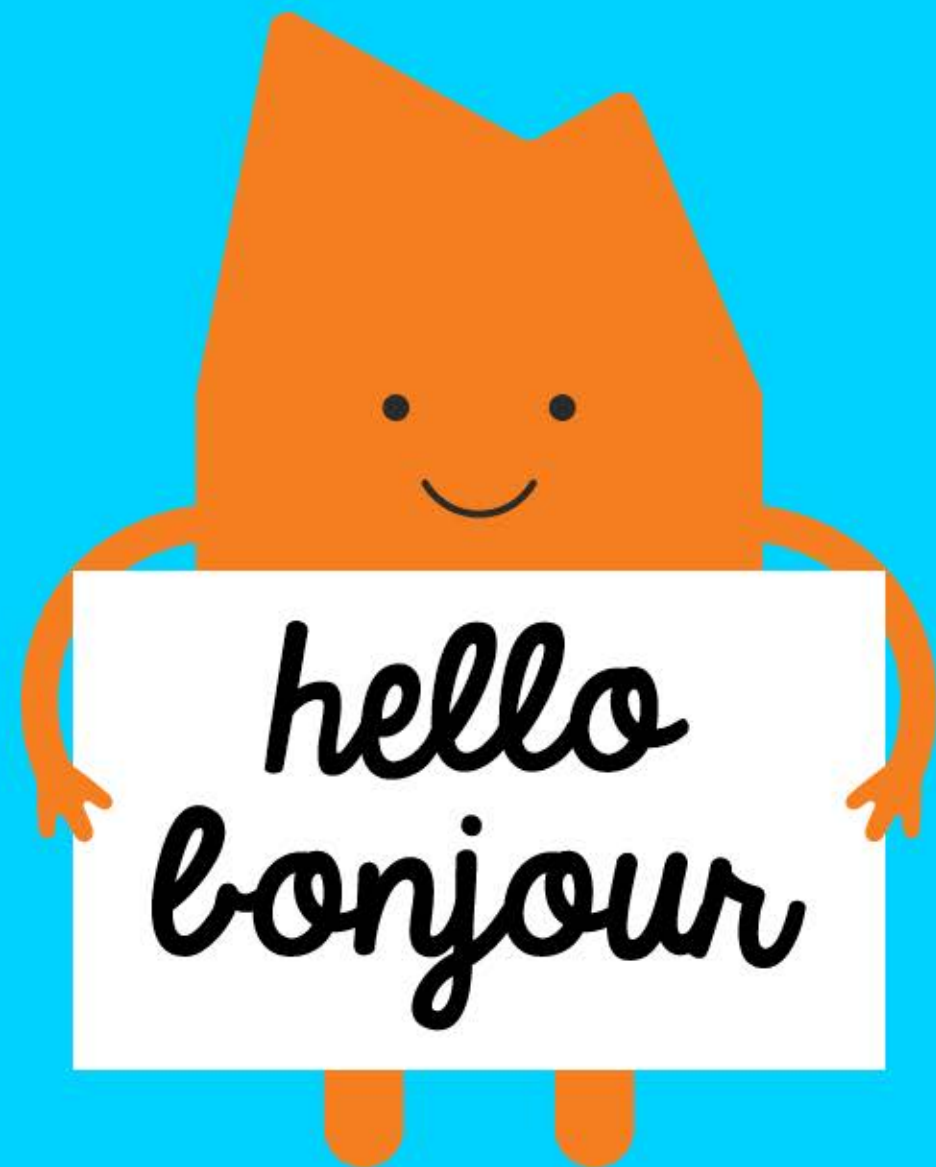
Museum Reception Desk
(digital sign testing)

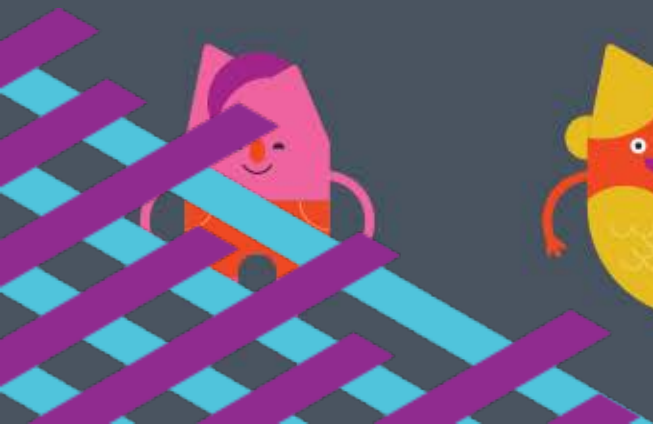


Video Wall Installation

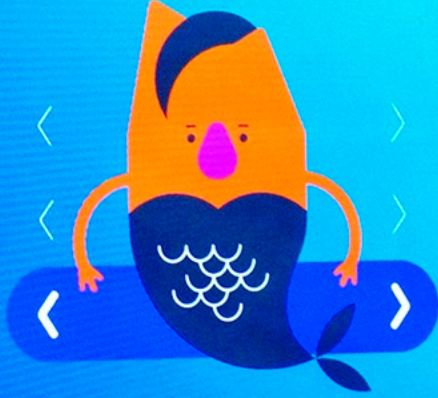
Lessons Learned







What does
your avatar
look like?



Continue

What does
your avatar
look like?



Continue





How does the
Bank of Canada
control inflation?

The Bank of Canada controls inflation by adjusting the interest rate. When the interest rate is high, borrowing is expensive, which reduces the amount of money in circulation and helps to control inflation. When the interest rate is low, borrowing is cheap, which increases the amount of money in circulation and helps to stimulate the economy.

Comment la Banque
du Canada maîtrise-t-elle
l'inflation?

La Banque du Canada maîtrise l'inflation en ajustant le taux d'intérêt. Lorsque le taux d'intérêt est élevé, emprunter est coûteux, ce qui réduit la quantité d'argent en circulation et aide à contrôler l'inflation. Lorsque le taux d'intérêt est bas, emprunter est facile, ce qui augmente la quantité d'argent en circulation et aide à stimuler l'économie.



EB039

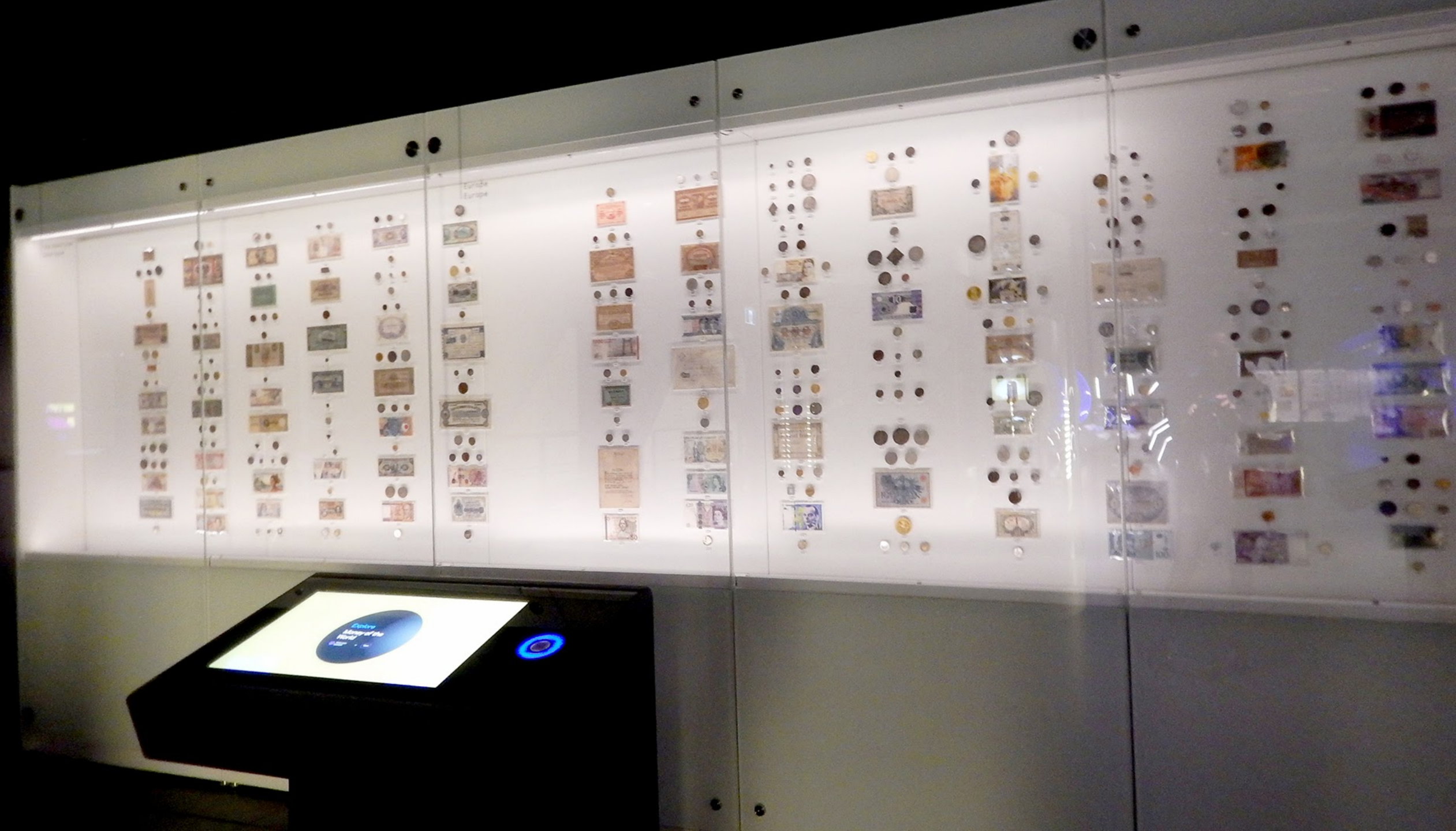


EB040



EB041





Objets de valeur

La monnaie peut prendre des formes
radicalement différentes, selon l'époque.
Au Mexique, les fèves de cacao servent
monnaie d'échange. En Chine, ce sont
aux cauris, un type de coquillage. Plus
aujourd'hui, ces objets nous font réaliser
l'être un moyen d'échange, la monnaie
ur culturelle.



FD001

FD004



FD002



FD005



FD003



FD006



Making sense of money

Around the world, money has common traits

Money takes many different forms, some quite unlike what we're used to. In spite of its variations, the purpose of money remains the same. It functions as a means of exchange for goods and services and as a unit of account for measuring value. Money can also be saved and used for future transactions. Anything can serve as money as long as it is relatively rare and widely accepted within a community. Digging back, we see the fundamental role that money plays in society.

La monnaie, c'est quoi au juste?

Toutes les monnaies du monde ont des caractéristiques communes

La monnaie se présente sous bien des formes, dont certaines nous sont peu familières. Malgré ces différences, sa fonction reste la même : elle permet d'échanger des biens et services, et d'en établir la valeur. On peut aussi la mettre de côté pour des transactions futures. Tout objet peut servir de monnaie d'échange, à condition d'être assez rare et bien accepté par la population. On voit donc depuis toujours que la monnaie joue un rôle fondamental dans la société.





Descouvrez votre
place dans
l'économie



Bonjour!
Liam

Quelle place dans l'économie?

Ministère de l'Économie
du Québec
1000, rue de la Montée
St-Jacques
Montréal, Québec H2Y 1R5

