

CERTIFIED
Aboriginal Business

Canadian Council for
Aboriginal Business 



The Indigenous Circle Approach to Cultural Confidence™

Presented by

Shannon Monk
CEO, Sakatay Global

sakatay-global.teachable.com

The Reconciliation “How-To”
Guide Everyone’s Been
Looking For!

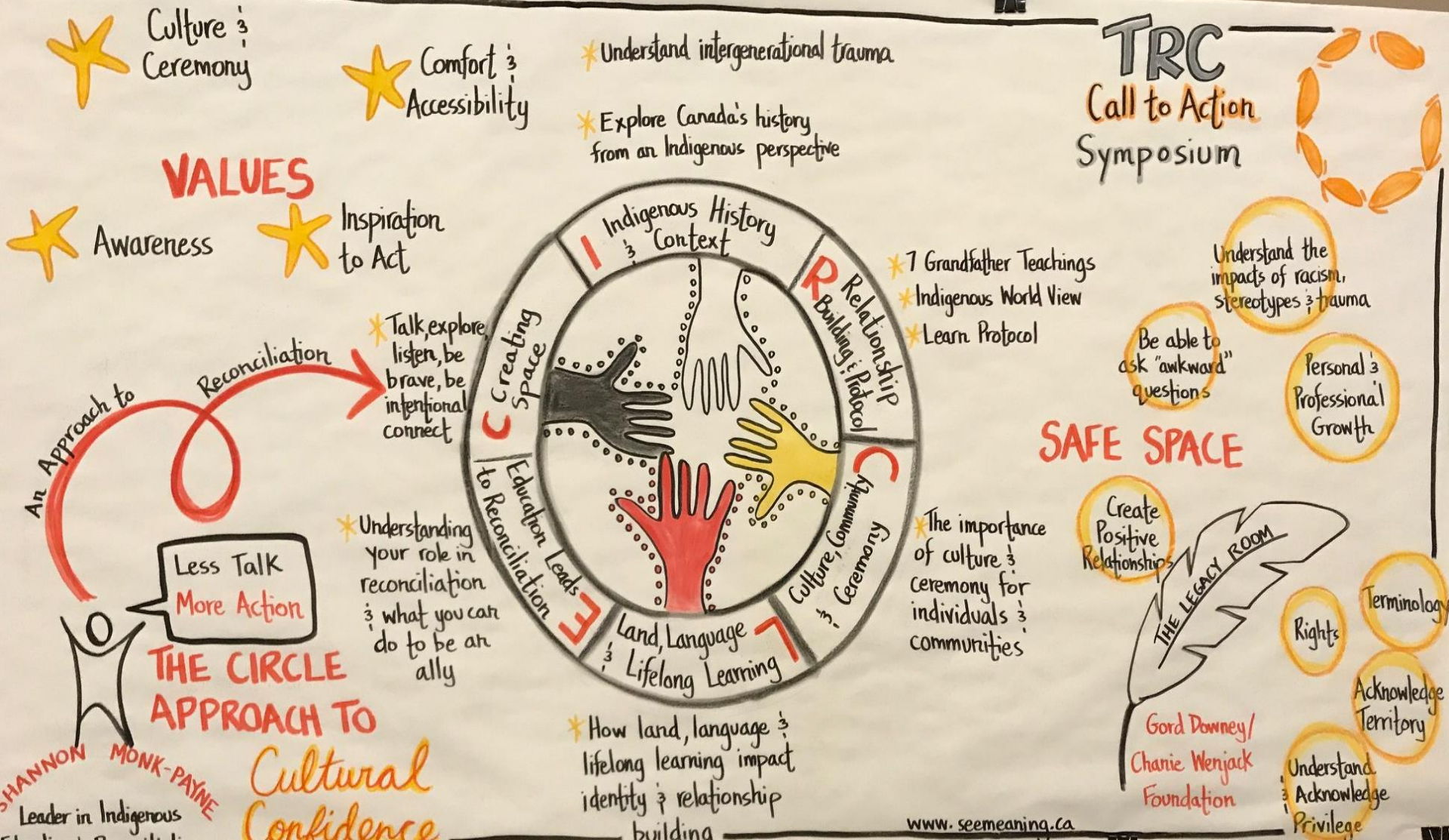




Mi'kmaq artist – Shianne Gould – We'koqma'q



Today's Teaching: The Indigenous Circle Approach to Cultural Confidence™



First Nations Baby Boom!



Wassagamack mothers and babies in tikinagans

The Indigenous Circle Approach to Cultural Confidence™

C – Creating Space

**Setting the
Context –
Terminology
and Identity**

It's Complicated!

What do I say?

Let's talk about ...

- Racism
- Stereotyping
- White Privilege
- Lateral Violence



Elder Bernard Nelson

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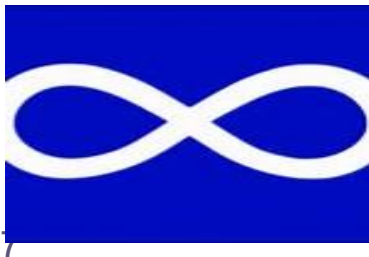
I – Indigenous History and Context



**Dene
National Chief
Bill Erasmus**

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R – Relationship Building and Protocol



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C – Culture, Community, Ceremony



Haudenosaune Elder
Richard Jock



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L – Land, Language, Lifelong Learning



*“My land
and
language
is my
identity”*

The Indigenous Circle Approach to Cultural Confidence™

E – Education Leads to Reconciliation

Canada C3 - Voyage of Reconciliation



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- **I – Indigenous History and Context**
- **R – Relationship Building and Protocol**
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- **L – Land, Language, and Lifelong Learning**
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Kwilmu'kw Maw-klusuaqn Negotiation Office
Mi'kmaq Rights Initiative

Our Rights. Our Future.

CULTURAL TOURISM FALL 2021

AUTHENTICITY GUIDELINES & CERTIFICATION PROCESS

SHANNON MONK
CULTURAL TOURISM
PROJECT MANAGER



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INTRODUCTION

- Tourism - one of the largest economic drivers in Nova Scotia
- “Friendly NS” = Peace and Friendship Treaties
- Mi’kmaq not sharing equally
- Interest in Indigenous culture and tourism
 - National and international tourism markets
- Products and services gaining recognition
- Authenticity Guidelines - support economic and social development by attracting more visitors and citizen interest in Indigenous issues and culture
- Revitalization of language and culture within Indigenous communities



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Et Comme en le dit Traité, par le dit Traité, que tout ce qui

CULTURAL TOURISM

Storytelling

Learning Circle

Cultural Performance

Outdoor Adventure

Cultural Displays or Exhibits

Traditional Foods

Arts / Crafts workshops

Local Mi'kmaq nation-owned tourism entities

- Cultural Centres, Heritage Parks, Trails, etc

Community Entrepreneurs

- Artists, Musicians, Crafters
- Food, Accommodations



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BACKGROUND

Governance

- Assembly of Nova Scotia Mi'kmaw Chiefs

5 Year Plan - Priority areas of focus are:

- **Mi'kmaq Leadership and Governance**
- **Authenticity**
- **Mi'kmaq Led Development**
- **Marketing**

Advocacy - Business Development – Service Delivery

- Nova Scotia Indigenous Tourism Enterprise Network (NSITEN)
- Indigenous Tourism Association of Canada (ITAC)

Support and Guidance

- Cultural Tourism Advisory Committee
- Authenticity Working Group



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DEVELOPING AUTHENTICITY GUIDELINES



- Engage with Mi'kmaw Elders, Knowledge Keepers, community leaders, artists, crafters, and tourism operators to obtain feedback and input for the development of the Guidelines for Authentic Mi'kmaw Cultural Tourism for Nova Scotia
- Ensure that the engagement process and final deliverables include discussion about, and reference to, Mi'kmaw songs, dances, traditional stories, history, traditional images (e.g., petroglyphs) and other cultural ceremonies and practices.
- 2021 – Assembly approved draft Guidelines for community feedback

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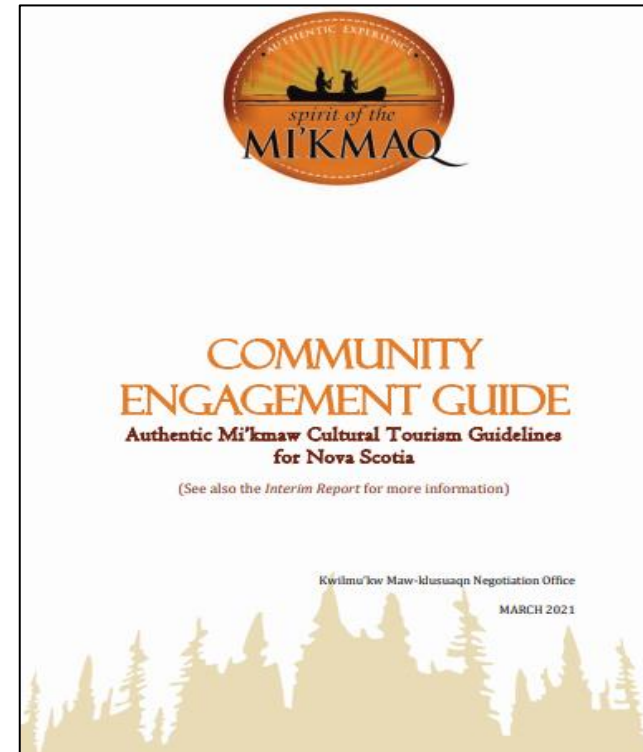
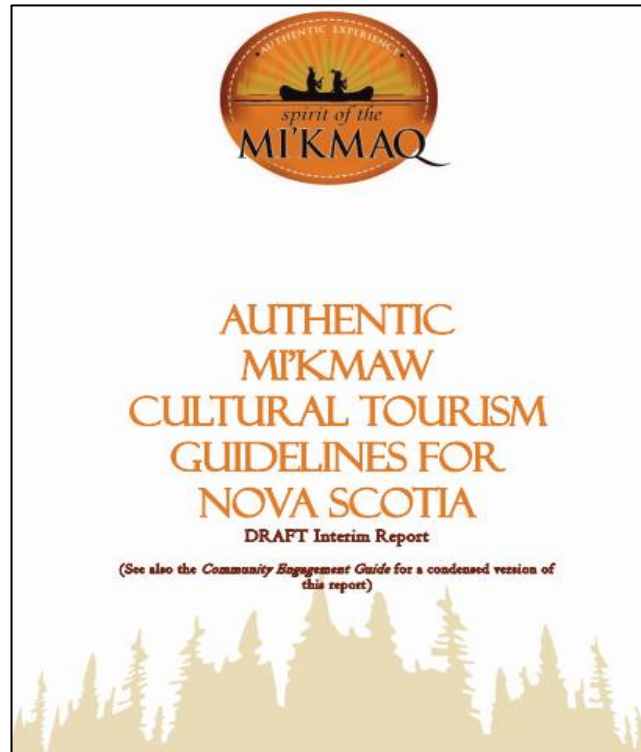
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DRAFT AUTHENTICITY GUIDELINES – 2 OPTIONS

RESEARCH REPORT (LONG)

COMMUNITY GUIDE (SHORT)



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AUTHENTICITY GUIDELINES

Tourism is an important way to celebrate Mi'kmaw language and culture



MI'KMAW CULTURAL AUTHENTICITY

- What is meant by Mi'kmaw cultural authenticity?
- Being L'nu
 - Respecting, not exploiting
 - Expressing our language, cultural beliefs, history & stories
 - Celebrating our diversity



AUTHENTICALLY MI'KMAQ

- How do we know when something is authentically Mi'kmaw?
- Must originate from our people
 - Transparent: Knowledge of and willingness to share about a story or product's origin
 - Must connect to Mi'kmaw history and tradition



CULTURAL EXPERIENCES

- Who should offer cultural experiences to visitors?
- Elders and Knowledge Keepers
 - Those raised with a strong cultural background
 - Those with experience and guided by Elders



BAND ROLE

- The Band's role:
- Develop and mentor – help tourism businesses to grow
 - Value and support crafters and artisans
 - Strengthen opportunities to learn language, culture & traditions
 - Offer tourism experiences through Band controlled entities



SHARING EXPERIENCES

- Examples of what can be shared:
- Stories,
 - Songs, dances, Mawiomis
 - Traditional Foods
- Examples of what should not be shared:
- Sacred spiritual, personal, and medicine ceremonies
- Putting a price on it:
- Those who share the language and culture should be compensated – we live in modern times and money is acceptable
 - Charging fees will vary depending upon circumstances



CULTURAL BORROWING & CULTURAL EVOLUTION

- What's really ours?
- Mi'kmaw have adapted to survive
 - Our knowledge and wisdom must evolve
 - Practices can be authentic even if influenced by others
 - Transparency, knowledge, and openness about other cultural influences is key



NON-MI'KMAQ ROLE

- Mi'kmaw cultural tourism must be created, controlled & led by Mi'kmaw
- Non-Mi'kmaw as partners and collaborators is welcomed
- Cultural awareness training is essential



AUTHENTICATION

- Our language and culture must be protected from exploitation
- Authenticity is determined by Elders and Knowledge Keepers
- We must allow our artists freedom to create
- Authentication should include ongoing cultural appreciation, mentorship, & training



VISITORS

- How will visitors know a product or experience is authentically Mi'kmaw?
- An authentic Mi'kmaw brand that is recognized globally
 - Mi'kmaw visibility throughout Nova Scotia
 - A certification process

DRAFT AUTHENTICITY GUIDELINES

Key Findings

- Tourism is an important way to celebrate Mi'kmaw language and culture
- Authenticity is difficult to define: "I know it when I see it"
- Authenticity comes from the hearts, minds, hands and spirit of the Mi'kmaq
- Transparency and openness about a story or product's origin and connection to Mi'kmaw history and tradition is paramount
 - Diversity - everyone has their own stories and perspectives
- A Mi'kmaq delivered tourism experience/service/product must feature Mi'kmaw culture to be considered authentic
 - **Cultural Appropriation vs Cultural Appreciation**
 - **Mi'kmaw Creation, Control, Delivery**



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DRAFT AUTHENTICITY GUIDELINES

Key Findings (con't)

- Ceremonies
 - Community ceremonies **can** be shared with tourists (ie Mawiomi)
 - Sacred ceremonies should not be shared with tourists (ie Naming)
- Discussion regarding sharing and monetizing Mi'kmaw ceremonies was challenging
 - Traditional and cultural knowledge should be valued
- Only Mi'kmaq who are knowledgeable and experienced should be offering teachings
- Guidelines should be uniform both on reserve and off
- A Mi'kmaw brand would ensure tourists know the product or experience is authentic



DRAFT AUTHENTICITY GUIDELINES

- Checklist

- **Mandatory requirements** – Mi'kmaw ownership, control, development, endorsement of cultural content and values
- **Recommended protocols** – Service delivery, communication, community support, cultural integrity, authentic experiences, pricing

Additional considerations

- Mi'kmaq language – concepts and values
- Mi'kmaw and non-Mi'kmaw tourism business collaborations
- Regulatory and enforcement considerations



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LOGO OPTIONS



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QUESTIONS FOR COMMUNITY

- **Defining Authenticity** – How do we know when something is authentically Mi'kmaw?
- **Mi'kmaw Content** – What Mi'kmaw stories and experiences should we share with the public? What is undeniably identifiable as Mi'kmaq?
- **Cultural Evolution** – How do we protect / represent Mi'kmaw culture and also acknowledge cultural evolution?
- **Certification** – How would we certify something as authentically Mi'kmaq? What could the process look like?
- **Spirit of the Mi'kmaq logo** – What do you think? What resonates for you? What do you want to see? How would this be used?

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WELA'LIOQ

Thank You



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